

Experian – Pocket Money Madness – Poll of Parents

METHODOLOGY NOTE

ComRes interviewed 1,533 British parents of children aged between 5 – 18 online between the 19th and 23rd of January 2016. Quotas were set to ensure an even sample of 500 parents of children aged between 5–9, 10–14 and 15–18. Data were weighted by age, gender and region to be representative by all parents in Great Britain. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Experian - Pocket Money Madness Survey 2016

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Base: All parents	
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Base: All parents	
Social Grade	194
Base: All parents	

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Gender

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	705	232	249	224	377	328	519	186	655	50
	46%	43%	48%	47%	48%	44%	48%	41%	46%	44%
Female	828	307	272	249	415	413	559	268	764	64
	54%	57%	52%	53%	52%	56%	52%	59%	54%	56%

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Gender

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Male	705	232	118	114	151	81	221	12
	46%	43%	44%	42%	47%	38%	43%	41%
Female	828	307	148	159	173	134	290	17
	54%	57%	56%	58%	53%	62%	57%	59%

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Gender

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Male	705	249	139	110	201	48	234	15
	46%	48%	49%	47%	48%	47%	48%	40%
Female	828	272	146	126	219	54	250	22
	54%	52%	51%	53%	52%	53%	52%	60%

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Gender

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Male	705	224	120	103	167	56	200	23
	46%	47%	50%	45%	50%	41%	47%	48%
Female	828	249	121	128	168	80	224	25
	54%	53%	50%	55%	50%	59%	53%	52%

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How old are you?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS										
18-34	383	193	136	55	200	183	293	90	354	29
	25%	36%	26%	12%	25%	25%	27%	20%	25%	26%
35-54	1042	325	358	359	533	509	717	326	964	79
	68%	60%	69%	76%	67%	69%	66%	72%	68%	69%
55+	107	22	27	58	59	48	69	38	101	7
	7%	4%	5%	12%	7%	7%	6%	8%	7%	6%
Mean score	41.87	38.80	41.57	45.73	41.86	41.89	41.41	42.97	41.95	40.98
Standard deviation	9.06	8.47	8.75	8.63	8.91	9.23	9.04	9.02	9.06	9.04
Standard error	.23	.38	.39	.38	.32	.34	.28	.41	.24	.85

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How old are you?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
NETS								
18-34	383 25%	193 36%	92 34%	101 37%	121 37%	72 33%	181 35%	12 42%
35-54	1042 68%	325 60%	165 62%	160 58%	194 60%	131 61%	309 60%	16 56%
55+	107 7%	22 4%	9 3%	13 5%	9 3%	13 6%	21 4%	1 2%
Mean score	41.87	38.80	38.79	38.80	38.33	39.50	38.91	36.74
Standard deviation	9.06	8.47	8.01	8.91	8.12	8.95	8.46	8.53
Standard error	.23	.38	.51	.56	.47	.62	.39	1.67

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How old are you?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
NETS								
18-34	383	136	84	52	126	10	126	10
	25%	26%	30%	22%	30%	10%	26%	28%
35-54	1042	358	184	174	274	84	333	25
	68%	69%	65%	74%	65%	82%	69%	67%
55+	107	27	16	11	19	8	25	2
	7%	5%	6%	5%	5%	8%	5%	5%
Mean score	41.87	41.57	41.01	42.24	40.83	44.61	41.55	41.79
Standard deviation	9.06	8.75	8.69	8.80	8.64	8.58	8.71	9.41
Standard error	.23	.39	.53	.57	.43	.82	.40	1.55

Experian - Pocket Money Madness Survey 2016

How old are you?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
NETS								
18-34	383	55	24	31	46	8	48	7
	25%	12%	10%	13%	14%	6%	11%	14%
35-54	1042	359	183	176	248	111	322	38
	68%	76%	76%	76%	74%	81%	76%	78%
55+	107	58	34	24	41	17	54	4
	7%	12%	14%	11%	12%	13%	13%	8%
Mean score	41.87	45.73	46.26	45.18	45.12	47.22	46.06	42.87
Standard deviation	9.06	8.63	8.40	8.85	9.11	7.14	8.61	8.39
Standard error	.23	.38	.51	.56	.48	.57	.40	1.17

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S1. Do you have any children aged 18 or under?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

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S1. Do you have any children aged 18 or under?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Experian - Pocket Money Madness Survey 2016

S1. Do you have any children aged 18 or under?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Experian - Pocket Money Madness Survey 2016

S1. Do you have any children aged 18 or under?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	539	-	-	266	274	324	215	511	29
	35%	100%	-	-	34%	37%	30%	47%	36%	25%
10-14	521	-	521	-	285	236	419	102	484	37
	34%	-	100%	-	36%	32%	39%	22%	34%	33%
15-18	472	-	-	472	241	231	335	137	424	48
	31%	-	-	100%	30%	31%	31%	30%	30%	42%
Mean score	11.67	7.13	12.18	16.30	11.70	11.64	12.00	10.89	11.59	12.72

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	539	266	274	324	215	511	29
	35%	100%	100%	100%	100%	100%	100%	100%
10-14	521	-	-	-	-	-	-	-
	34%	-	-	-	-	-	-	-
15-18	472	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-
Mean score	11.67	7.13	7.14	7.13	7.40	6.73	7.11	7.54

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-
10-14	521	521	285	236	419	102	484	37
	34%	100%	100%	100%	100%	100%	100%	100%
15-18	472	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-
Mean score	11.67	12.18	12.10	12.28	12.18	12.15	12.19	12.01

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-
10-14	521	-	-	-	-	-	-	-
	34%	-	-	-	-	-	-	-
15-18	472	472	241	231	335	137	424	48
	31%	100%	100%	100%	100%	100%	100%	100%
Mean score	11.67	16.30	16.26	16.34	16.22	16.49	16.29	16.35

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	5-9					5-9 MALES					5-9 FEMALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	187	36	20	5	223	97	20	12	4	117	90	16	8	1	106
Weighted Total	1533	208	42	21	6	250	107	23	13	5	130	101	19	9	1	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	208	42	21	6	250	107	23	13	5	130	101	19	9	1	120
	35%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10-14	521	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-18	472	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	11.67	7.43	7.53	6.88	8.35	7.45	7.36	7.45	7.10	8.69	7.38	7.50	7.63	6.54	7.00	7.52

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S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					10-14					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	174	35	20	5	209	13	1	-	-	14	256	66	41	8	322
Weighted Total	1533	193	41	21	6	234	15	1	-	-	16	268	67	43	10	335
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
5-9	539	193	41	21	6	234	15	1	-	-	16	-	-	-	-	-
	35%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	-	-	-	-	-
10-14	521	-	-	-	-	-	-	-	-	-	-	268	67	43	10	335
	34%	-	-	-	-	-	-	-	-	-	-	100%	100%	100%	100%	100%
15-18	472	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	11.67	7.40	7.50	6.88	8.35	7.42	7.79	9.00	-	-	7.84	12.13	12.28	12.67	11.20	12.16

Experian - Pocket Money Madness Survey 2016

S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	10-14 MALES					10-14 FEMALES					10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	135	32	21	3	167	121	34	20	5	155	236	62	39	8	298
Weighted Total	1533	146	33	24	4	179	122	34	20	6	156	247	63	41	10	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10-14	521	146	33	24	4	179	122	34	20	6	156	247	63	41	10	310
	34%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
15-18	472	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	11.67	11.94	12.23	12.63	11.96	11.99	12.35	12.33	12.72	10.69	12.34	12.16	12.26	12.64	11.20	12.18

Experian - Pocket Money Madness Survey 2016

S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					15-18					15-18 MALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	20	4	2	-	24	172	112	50	11	284	93	51	24	4	144
Weighted Total	1533	21	4	2	-	25	163	101	48	10	264	85	44	24	4	129
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10-14	521	21	4	2	-	25	-	-	-	-	-	-	-	-	-	-
	34%	100%	100%	100%	-	100%	-	-	-	-	-	-	-	-	-	-
15-18	472	-	-	-	-	-	163	101	48	10	264	85	44	24	4	129
	31%	-	-	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	11.67	11.72	12.61	13.42	-	11.85	16.07	16.43	16.27	16.41	16.21	16.09	16.36	16.24	17.29	16.18

Experian - Pocket Money Madness Survey 2016

S2. Thinking of any children in your household who are aged 18 or under, what is the age of your oldest child?

Base: All parents

	15-18 FEMALES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	79	61	26	7	140	159	105	43	8	264	13	7	7	3	20
Weighted Total	1533	78	56	25	7	135	150	94	43	8	244	13	7	6	3	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5-9	539	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10-14	521	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-18	472	78	56	25	7	135	150	94	43	8	244	13	7	6	3	20
	31%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	11.67	16.04	16.49	16.31	15.93	16.23	16.04	16.46	16.27	16.47	16.20	16.34	16.07	16.31	16.21	16.25

Experian - Pocket Money Madness Survey 2016

S3. Do you give your child pocket money? If you have more than one child, please answer thinking about your oldest child aged 18 or under.

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1079	324	419	335	563	516	1079	-	999	80
	70%	60%	80%	71%	71%	70%	100%	-	70%	70%
No	454	215	102	137	229	225	-	454	420	35
	30%	40%	20%	29%	29%	30%	-	100%	30%	30%

Experian - Pocket Money Madness Survey 2016

S3. Do you give your child pocket money? If you have more than one child, please answer thinking about your oldest child aged 18 or under.

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1079	324	172	152	324	-	306	18
	70%	60%	65%	56%	100%	-	60%	63%
No	454	215	94	121	-	215	205	11
	30%	40%	35%	44%	-	100%	40%	37%

Experian - Pocket Money Madness Survey 2016

S3. Do you give your child pocket money? If you have more than one child, please answer thinking about your oldest child aged 18 or under.

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1079	419	227	193	419	-	387	32
	70%	80%	79%	82%	100%	-	80%	87%
No	454	102	58	44	-	102	97	5
	30%	20%	21%	18%	-	100%	20%	13%

Experian - Pocket Money Madness Survey 2016

S3. Do you give your child pocket money? If you have more than one child, please answer thinking about your oldest child aged 18 or under.

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1079	335	164	171	335	-	306	30
	70%	71%	68%	74%	100%	-	72%	61%
No	454	137	77	60	-	137	118	19
	30%	29%	32%	26%	-	100%	28%	39%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Once a week	639	208	268	163	338	301	639	-	589	50
	59%	64%	64%	49%	60%	58%	59%	-	59%	63%
Once a month	210	42	67	101	101	109	210	-	199	11
	19%	13%	16%	30%	18%	21%	19%	-	20%	14%
When they ask for it	113	21	43	48	60	53	113	-	105	8
	10%	7%	10%	14%	11%	10%	10%	-	11%	9%
Topping up via prepaid debit card	26	6	10	10	12	14	26	-	24	3
	2%	2%	2%	3%	2%	3%	2%	-	2%	3%
They do not receive pocket money regularly	71	40	22	9	36	35	71	-	66	5
	7%	12%	5%	3%	6%	7%	7%	-	7%	6%
Other	20	7	9	4	16	4	20	-	16	4
	2%	2%	2%	1%	3%	1%	2%	-	2%	5%
NETS										
Net: Once a week + once a month	849	250	335	264	439	411	849	-	788	61
	79%	77%	80%	79%	78%	80%	79%	-	79%	77%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	157	140	297	-	281	16
Weighted Total	1079	324	172	152	324	-	306	18
	100%	100%	100%	100%	100%	-	100%	100%
Once a week	639	208	107	101	208	-	193	15
	59%	64%	62%	66%	64%	-	63%	85%
Once a month	210	42	23	19	42	-	41	1
	19%	13%	14%	12%	13%	-	13%	4%
When they ask for it	113	21	13	9	21	-	21	-
	10%	7%	7%	6%	7%	-	7%	-
Topping up via prepaid debit card	26	6	5	1	6	-	6	-
	2%	2%	3%	1%	2%	-	2%	-
They do not receive pocket money regularly	71	40	20	20	40	-	38	2
	7%	12%	11%	13%	12%	-	12%	10%
Other	20	7	4	2	7	-	7	-
	2%	2%	3%	2%	2%	-	2%	-
NETS								
Net: Once a week + once a month	849	250	130	120	250	-	234	16
	79%	77%	76%	79%	77%	-	76%	90%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	402	210	192	402	-	371	31
Weighted Total	1079	419	227	193	419	-	387	32
	100%	100%	100%	100%	100%	-	100%	100%
Once a week	639	268	146	122	268	-	247	21
	59%	64%	65%	63%	64%	-	64%	66%
Once a month	210	67	33	34	67	-	63	4
	19%	16%	15%	18%	16%	-	16%	11%
When they ask for it	113	43	24	20	43	-	41	2
	10%	10%	10%	10%	10%	-	11%	5%
Topping up via prepaid debit card	26	10	4	6	10	-	10	-
	2%	2%	2%	3%	2%	-	3%	-
They do not receive pocket money regularly	71	22	11	10	22	-	20	2
	7%	5%	5%	5%	5%	-	5%	5%
Other	20	9	8	1	9	-	5	4
	2%	2%	4%	*	2%	-	1%	12%
NETS								
Net: Once a week + once a month	849	335	179	156	335	-	310	25
	79%	80%	79%	81%	80%	-	80%	78%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
	Total	Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	361	182	179	361	-	330	31
Weighted Total	1079	335	164	171	335	-	306	30
	100%	100%	100%	100%	100%	-	100%	100%
Once a week	639	163	85	78	163	-	150	13
	59%	49%	52%	46%	49%	-	49%	45%
Once a month	210	101	44	56	101	-	94	7
	19%	30%	27%	33%	30%	-	31%	23%
When they ask for it	113	48	24	25	48	-	43	6
	10%	14%	14%	14%	14%	-	14%	20%
Topping up via prepaid debit card	26	10	4	7	10	-	8	3
	2%	3%	2%	4%	3%	-	3%	9%
They do not receive pocket money regularly	71	9	4	4	9	-	7	1
	7%	3%	3%	2%	3%	-	2%	4%
Other	20	4	3	1	4	-	4	-
	2%	1%	2%	*	1%	-	1%	-
NETS								
Net: Once a week + once a month	849	264	129	135	264	-	244	20
	79%	79%	79%	79%	79%	-	80%	68%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	5-9					5-9 MALES					5-9 FEMALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1060	187	36	20	5	223	97	20	12	4	117	90	16	8	1	106
Weighted Total	1079	208	42	21	6	250	107	23	13	5	130	101	19	9	1	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	208	-	-	-	208	107	-	-	-	107	101	-	-	-	101
	59%	100%	-	-	-	83%	100%	-	-	-	82%	100%	-	-	-	84%
Once a month	210	-	42	-	-	42	-	23	-	-	23	-	19	-	-	19
	19%	-	100%	-	-	17%	-	100%	-	-	18%	-	100%	-	-	16%
When they ask for it	113	-	-	21	-	-	-	-	13	-	-	-	-	9	-	-
	10%	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-
Topping up via prepaid debit card	26	-	-	-	6	-	-	-	-	5	-	-	-	-	1	-
	2%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-
They do not receive pocket money regularly	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Once a week + once a month	849	208	42	-	-	250	107	23	-	-	130	101	19	-	-	120
	79%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	-	-	100%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					10-14					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1060	174	35	20	5	209	13	1	-	-	14	256	66	41	8	322
Weighted Total	1079	193	41	21	6	234	15	1	-	-	16	268	67	43	10	335
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
Once a week	639	193	-	-	-	193	15	-	-	-	15	268	-	-	-	268
	59%	100%	-	-	-	82%	100%	-	-	-	95%	100%	-	-	-	80%
Once a month	210	-	41	-	-	41	-	1	-	-	1	-	67	-	-	67
	19%	-	100%	-	-	18%	-	100%	-	-	5%	-	100%	-	-	20%
When they ask for it	113	-	-	21	-	-	-	-	-	-	-	-	-	43	-	-
	10%	-	-	100%	-	-	-	-	-	-	-	-	-	100%	-	-
Topping up via prepaid debit card	26	-	-	-	6	-	-	-	-	-	-	-	-	-	10	-
	2%	-	-	-	100%	-	-	-	-	-	-	-	-	-	100%	-
They do not receive pocket money regularly	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Once a week + once a month	849	193	41	-	-	234	15	1	-	-	16	268	67	-	-	335
	79%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	-	-	100%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	10-14 MALES					10-14 FEMALES					10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1060	135	32	21	3	167	121	34	20	5	155	236	62	39	8	298
Weighted Total	1079	146	33	24	4	179	122	34	20	6	156	247	63	41	10	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	146	-	-	-	146	122	-	-	-	122	247	-	-	-	247
	59%	100%	-	-	-	82%	100%	-	-	-	78%	100%	-	-	-	80%
Once a month	210	-	33	-	-	33	-	34	-	-	34	-	63	-	-	63
	19%	-	100%	-	-	18%	-	100%	-	-	22%	-	100%	-	-	20%
When they ask for it	113	-	-	24	-	-	-	-	20	-	-	-	-	41	-	-
	10%	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-
Topping up via prepaid debit card	26	-	-	-	4	-	-	-	-	6	-	-	-	-	10	-
	2%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-
They do not receive pocket money regularly	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Once a week + once a month	849	146	33	-	-	179	122	34	-	-	156	247	63	-	-	310
	79%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	-	-	100%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					15-18					15-18 MALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1060	20	4	2	-	24	172	112	50	11	284	93	51	24	4	144
Weighted Total	1079	21	4	2	-	25	163	101	48	10	264	85	44	24	4	129
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	21	-	-	-	21	163	-	-	-	163	85	-	-	-	85
	59%	100%	-	-	-	85%	100%	-	-	-	62%	100%	-	-	-	66%
Once a month	210	-	4	-	-	4	-	101	-	-	101	-	44	-	-	44
	19%	-	100%	-	-	15%	-	100%	-	-	38%	-	100%	-	-	34%
When they ask for it	113	-	-	2	-	-	-	-	48	-	-	-	-	24	-	-
	10%	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-
Topping up via prepaid debit card	26	-	-	-	-	-	-	-	-	10	-	-	-	-	4	-
	2%	-	-	-	-	-	-	-	-	100%	-	-	-	-	100%	-
They do not receive pocket money regularly	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Once a week + once a month	849	21	4	-	-	25	163	101	-	-	264	85	44	-	-	129
	79%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	-	-	100%

Experian - Pocket Money Madness Survey 2016

Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	15-18 FEMALES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1060	79	61	26	7	140	159	105	43	8	264	13	7	7	3	20
Weighted Total	1079	78	56	25	7	135	150	94	43	8	244	13	7	6	3	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week	639	78	-	-	-	78	150	-	-	-	150	13	-	-	-	13
	59%	100%	-	-	-	58%	100%	-	-	-	61%	100%	-	-	-	66%
Once a month	210	-	56	-	-	56	-	94	-	-	94	-	7	-	-	7
	19%	-	100%	-	-	42%	-	100%	-	-	39%	-	100%	-	-	34%
When they ask for it	113	-	-	25	-	-	-	-	43	-	-	-	-	6	-	-
	10%	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-	-
Topping up via prepaid debit card	26	-	-	-	7	-	-	-	-	8	-	-	-	-	3	-
	2%	-	-	-	100%	-	-	-	-	100%	-	-	-	-	100%	-
They do not receive pocket money regularly	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Once a week + once a month	849	78	56	-	-	135	150	94	-	-	244	13	7	-	-	20
	79%	100%	100%	-	-	100%	100%	100%	-	-	100%	100%	100%	-	-	100%

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	964	248	371	345	496	468	964	-	894	70
Weighted Total	988	277	388	323	511	477	988	-	917	71
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	127	91	34	2	68	59	127	-	120	7
	13%	33%	9%	*	13%	12%	13%	-	13%	10%
£2.01-£5.00	284	98	147	39	151	132	284	-	263	20
	29%	35%	38%	12%	30%	28%	29%	-	29%	28%
£5.01-£10.00	211	36	89	86	109	102	211	-	192	19
	21%	13%	23%	27%	21%	21%	21%	-	21%	27%
£10.01-£15.00	46	8	20	18	22	24	46	-	43	3
	5%	3%	5%	6%	4%	5%	5%	-	5%	4%
£15.01-£20.00	127	25	49	53	70	57	127	-	117	9
	13%	9%	13%	17%	14%	12%	13%	-	13%	13%
£20.01-£40.00	94	7	30	57	41	53	94	-	84	10
	10%	3%	8%	18%	8%	11%	10%	-	9%	13%
£40.01+	100	12	20	68	50	50	100	-	96	3
	10%	4%	5%	21%	10%	11%	10%	-	11%	5%
Mean score	21.14	13.94	15.29	34.37	21.45	20.81	21.14	-	21.52	16.24
Standard deviation	47.11	56.18	28.99	53.19	55.08	36.78	47.11	-	48.54	21.12
Standard error	1.52	3.57	1.51	2.86	2.47	1.70	1.52	-	1.62	2.52

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	964	248	133	115	248	-	234	14
Weighted Total	988	277	148	129	277	-	261	16
	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	127	91	50	41	91	-	86	5
	13%	33%	34%	32%	33%	-	33%	32%
£2.01-£5.00	284	98	49	49	98	-	90	8
	29%	35%	33%	38%	35%	-	34%	49%
£5.01-£10.00	211	36	18	18	36	-	33	3
	21%	13%	12%	14%	13%	-	13%	19%
£10.01-£15.00	46	8	3	5	8	-	8	-
	5%	3%	2%	4%	3%	-	3%	-
£15.01-£20.00	127	25	15	10	25	-	25	-
	13%	9%	10%	8%	9%	-	9%	-
£20.01-£40.00	94	7	4	4	7	-	7	-
	10%	3%	3%	3%	3%	-	3%	-
£40.01+	100	12	9	3	12	-	12	-
	10%	4%	6%	2%	4%	-	5%	-
Mean score	21.14	13.94	17.67	9.69	13.94	-	14.53	4.48
Standard deviation	47.11	56.18	73.78	23.03	56.18	-	57.84	2.62
Standard error	1.52	3.57	6.40	2.15	3.57	-	3.78	.70

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	964	371	191	180	371	-	345	26
Weighted Total	988	388	207	182	388	-	362	27
	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	127	34	17	17	34	-	32	2
	13%	9%	8%	9%	9%	-	9%	8%
£2.01-£5.00	284	147	80	67	147	-	136	11
	29%	38%	39%	37%	38%	-	38%	41%
£5.01-£10.00	211	89	50	39	89	-	81	8
	21%	23%	24%	21%	23%	-	22%	29%
£10.01-£15.00	46	20	12	8	20	-	18	2
	5%	5%	6%	5%	5%	-	5%	7%
£15.01-£20.00	127	49	29	20	49	-	49	-
	13%	13%	14%	11%	13%	-	13%	-
£20.01-£40.00	94	30	13	17	30	-	26	4
	10%	8%	6%	10%	8%	-	7%	14%
£40.01+	100	20	6	13	20	-	20	-
	10%	5%	3%	7%	5%	-	5%	-
Mean score	21.14	15.29	12.33	18.65	15.29	-	15.58	11.30
Standard deviation	47.11	28.99	14.76	39.15	28.99	-	29.88	11.27
Standard error	1.52	1.51	1.07	2.92	1.51	-	1.61	2.21

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	964	345	172	173	345	-	315	30
Weighted Total	988	323	156	166	323	-	294	28
	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	127	2	1	1	2	-	2	-
	13%	*	*	*	*	-	1%	-
£2.01-£5.00	284	39	23	17	39	-	38	1
	29%	12%	14%	10%	12%	-	13%	4%
£5.01-£10.00	211	86	40	45	86	-	78	8
	21%	27%	26%	27%	27%	-	26%	29%
£10.01-£15.00	46	18	7	11	18	-	17	1
	5%	6%	4%	7%	6%	-	6%	3%
£15.01-£20.00	127	53	26	27	53	-	44	9
	13%	17%	17%	16%	17%	-	15%	33%
£20.01-£40.00	94	57	25	32	57	-	51	6
	10%	18%	16%	19%	18%	-	17%	20%
£40.01+	100	68	35	34	68	-	65	3
	10%	21%	22%	20%	21%	-	22%	12%
Mean score	21.14	34.37	37.10	31.81	34.37	-	35.03	27.58
Standard deviation	47.11	53.19	64.46	39.83	53.19	-	55.00	27.99
Standard error	1.52	2.86	4.92	3.03	2.86	-	3.10	5.11

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

by Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money

	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Net: Once a week + once a month
Unweighted Total	964	615	214	111	24	829
Weighted Total	988	639	210	113	26	849
	100%	100%	100%	100%	100%	100%
£0-£2	127	122	-	6	-	122
	13%	19%	-	5%	-	14%
£2.01-£5.00	284	253	26	4	-	279
	29%	40%	12%	4%	-	33%
£5.01-£10.00	211	164	34	10	4	197
	21%	26%	16%	9%	14%	23%
£10.01-£15.00	46	32	8	6	-	40
	5%	5%	4%	5%	-	5%
£15.01-£20.00	127	48	45	27	7	93
	13%	8%	21%	24%	26%	11%
£20.01-£40.00	94	15	48	22	8	64
	10%	2%	23%	20%	29%	8%
£40.01+	100	5	49	38	8	54
	10%	1%	23%	33%	31%	6%
Mean score	21.14	8.07	39.66	54.31	48.93	15.88

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	5-9					5-9 MALES					5-9 FEMALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	964	187	36	20	5	223	97	20	12	4	117	90	16	8	1	106
Weighted Total	988	208	42	21	6	250	107	23	13	5	130	101	19	9	1	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	88	-	3	-	88	50	-	-	-	50	38	-	3	-	38
	13%	42%	-	15%	-	35%	47%	-	-	-	39%	38%	-	38%	-	32%
£2.01-£5.00	284	80	16	2	-	96	39	8	2	-	47	41	8	-	-	49
	29%	38%	38%	8%	-	38%	37%	34%	14%	-	36%	40%	43%	-	-	41%
£5.01-£10.00	211	23	10	2	1	33	8	8	1	1	16	15	2	2	-	17
	21%	11%	24%	11%	18%	13%	8%	35%	6%	23%	13%	15%	9%	18%	-	14%
£10.01-£15.00	46	4	4	1	-	7	1	2	1	-	2	3	2	-	-	5
	5%	2%	9%	4%	-	3%	1%	7%	6%	-	2%	3%	11%	-	-	4%
£15.01-£20.00	127	10	6	7	2	15	7	3	5	1	10	3	3	3	1	6
	13%	5%	13%	35%	33%	6%	6%	12%	36%	16%	7%	3%	14%	33%	100%	5%
£20.01-£40.00	94	2	2	3	1	3	-	1	2	1	1	2	1	1	-	3
	10%	1%	4%	13%	19%	1%	-	3%	14%	24%	1%	2%	5%	11%	-	2%
£40.01+	100	2	5	3	2	7	2	2	3	2	4	-	3	-	-	3
	10%	1%	12%	14%	30%	3%	2%	8%	23%	38%	3%	-	17%	-	-	3%
Mean score	21.14	5.35	23.65	70.94	42.58	8.43	5.35	17.87	110.34	48.24	7.59	5.35	30.86	13.13	20.00	9.34

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					10-14					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	964	174	35	20	5	209	13	1	-	-	14	256	66	41	8	322
Weighted Total	988	193	41	21	6	234	15	1	-	-	16	268	67	43	10	335
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
£0-£2	127	83	-	3	-	83	5	-	-	-	5	32	-	3	-	32
	13%	43%	-	15%	-	35%	34%	-	-	-	32%	12%	-	6%	-	9%
£2.01-£5.00	284	73	15	2	-	88	7	1	-	-	8	137	8	2	-	145
	29%	38%	37%	8%	-	38%	47%	100%	-	-	49%	51%	12%	5%	-	43%
£5.01-£10.00	211	20	10	2	1	30	3	-	-	-	3	66	15	6	2	81
	21%	10%	24%	11%	18%	13%	19%	-	-	-	19%	25%	22%	13%	18%	24%
£10.01-£15.00	46	4	4	1	-	7	-	-	-	-	-	15	3	3	-	17
	5%	2%	9%	4%	-	3%	-	-	-	-	-	5%	4%	6%	-	5%
£15.01-£20.00	127	10	6	7	2	15	-	-	-	-	-	12	18	15	4	30
	13%	5%	13%	35%	33%	7%	-	-	-	-	-	5%	26%	34%	40%	9%
£20.01-£40.00	94	2	2	3	1	3	-	-	-	-	-	6	18	5	2	24
	10%	1%	4%	13%	19%	1%	-	-	-	-	-	2%	27%	11%	18%	7%
£40.01+	100	2	5	3	2	7	-	-	-	-	-	1	6	11	2	7
	10%	1%	12%	14%	30%	3%	-	-	-	-	-	*	9%	24%	24%	2%
Mean score	21.14	5.42	23.98	70.94	42.58	8.70	4.46	5.00	-	-	4.48	7.73	26.33	40.93	33.51	11.45

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	10-14 MALES					10-14 FEMALES					10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	964	135	32	21	3	167	121	34	20	5	155	236	62	39	8	298
Weighted Total	988	146	33	24	4	179	122	34	20	6	156	247	63	41	10	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	15	-	2	-	15	16	-	1	-	16	30	-	3	-	30
	13%	11%	-	8%	-	9%	13%	-	3%	-	10%	12%	-	6%	-	10%
£2.01-£5.00	284	73	5	2	-	78	63	3	1	-	66	126	8	2	-	133
	29%	50%	16%	7%	-	44%	52%	8%	4%	-	42%	51%	12%	6%	-	43%
£5.01-£10.00	211	37	9	4	-	47	29	6	2	2	35	61	13	5	2	75
	21%	25%	28%	16%	-	26%	24%	17%	11%	29%	22%	25%	21%	12%	18%	24%
£10.01-£15.00	46	9	1	1	-	10	5	2	1	-	7	14	3	2	-	16
	5%	6%	2%	6%	-	6%	4%	6%	6%	-	5%	5%	4%	4%	-	5%
£15.01-£20.00	127	8	9	9	2	18	4	8	6	2	12	12	18	15	4	30
	13%	6%	29%	39%	40%	10%	3%	24%	29%	40%	8%	5%	24%	36%	40%	10%
£20.01-£40.00	94	3	8	2	-	11	3	10	3	2	13	4	16	5	2	20
	10%	2%	25%	8%	-	6%	2%	29%	14%	30%	8%	2%	25%	11%	18%	6%
£40.01+	100	-	-	4	2	-	1	6	7	-	7	1	6	11	2	7
	10%	-	-	16%	60%	-	1%	17%	34%	-	4%	*	9%	25%	24%	2%
Mean score	21.14	7.50	18.50	26.62	54.89	9.52	8.01	33.88	58.26	19.42	13.66	7.59	26.56	42.15	33.51	11.47

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					15-18					15-18 MALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	964	20	4	2	-	24	172	112	50	11	284	93	51	24	4	144
Weighted Total	988	21	4	2	-	25	163	101	48	10	264	85	44	24	4	129
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	2	-	-	-	2	2	-	-	-	2	1	-	-	-	1
	13%	10%	-	-	-	9%	1%	-	-	-	1%	1%	-	-	-	1%
£2.01-£5.00	284	11	-	-	-	11	37	2	-	-	39	20	2	-	-	23
	29%	52%	-	-	-	44%	23%	2%	-	-	15%	24%	5%	-	-	17%
£5.01-£10.00	211	5	2	1	-	7	74	9	2	1	83	38	2	-	-	40
	21%	24%	45%	58%	-	27%	46%	9%	4%	7%	31%	45%	4%	-	-	31%
£10.01-£15.00	46	1	-	1	-	1	14	2	2	-	16	4	1	2	-	5
	5%	5%	-	42%	-	4%	8%	2%	5%	-	6%	5%	2%	10%	-	4%
£15.01-£20.00	127	-	-	-	-	-	26	22	5	1	48	14	10	2	1	23
	13%	-	-	-	-	-	16%	21%	10%	10%	18%	16%	22%	8%	28%	18%
£20.01-£40.00	94	2	2	-	-	4	8	29	15	5	37	5	12	7	1	17
	10%	9%	55%	-	-	15%	5%	28%	31%	45%	14%	6%	26%	28%	30%	13%
£40.01+	100	-	-	-	-	-	2	38	24	4	40	2	18	13	2	20
	10%	-	-	-	-	-	1%	38%	50%	38%	15%	3%	40%	55%	42%	16%
Mean score	21.14	9.34	22.42	12.11	-	11.25	12.09	55.20	58.98	67.05	28.57	12.61	65.25	67.13	68.09	30.72

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money

	15-18 FEMALES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	964	79	61	26	7	140	159	105	43	8	264	13	7	7	3	20
Weighted Total	988	78	56	25	7	135	150	94	43	8	244	13	7	6	3	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	127	1	-	-	-	1	2	-	-	-	2	-	-	-	-	-
	13%	1%	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-
£2.01-£5.00	284	17	-	-	-	17	36	2	-	-	38	1	-	-	-	1
	29%	21%	-	-	-	12%	24%	3%	-	-	16%	8%	-	-	-	6%
£5.01-£10.00	211	36	7	2	1	43	70	6	1	1	76	5	2	1	-	7
	21%	46%	12%	8%	11%	32%	46%	7%	2%	9%	31%	35%	34%	20%	-	35%
£10.01-£15.00	46	10	1	-	-	11	13	2	2	-	15	1	-	-	-	1
	5%	13%	2%	-	-	8%	9%	2%	5%	-	6%	6%	-	-	-	4%
£15.01-£20.00	127	12	12	3	-	24	19	20	4	1	39	7	2	1	-	9
	13%	16%	21%	13%	-	18%	13%	21%	10%	13%	16%	51%	27%	13%	-	43%
£20.01-£40.00	94	3	17	9	4	20	8	26	13	4	34	-	3	2	1	3
	10%	4%	30%	35%	54%	15%	6%	28%	31%	47%	14%	-	39%	36%	39%	13%
£40.01+	100	-	20	11	2	20	2	38	22	2	40	-	-	2	2	-
	10%	-	36%	45%	35%	15%	2%	40%	52%	30%	17%	-	-	31%	61%	-
Mean score	21.14	11.53	47.29	51.18	66.49	26.50	11.84	57.67	61.65	62.07	29.51	14.93	21.29	39.46	82.36	17.10

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	944	242	369	333	485	459	944	-	875	69
Weighted Total	967	270	385	311	501	466	967	-	896	71
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	124	88	34	2	68	57	124	-	117	7
	13%	33%	9%	1%	14%	12%	13%	-	13%	10%
£2.01-£5.00	284	98	147	39	151	132	284	-	263	20
	29%	36%	38%	13%	30%	28%	29%	-	29%	29%
£5.01-£10.00	211	36	89	86	109	102	211	-	192	19
	22%	13%	23%	27%	22%	22%	22%	-	21%	27%
£10.01-£15.00	46	8	20	18	22	24	46	-	43	3
	5%	3%	5%	6%	4%	5%	5%	-	5%	4%
£15.01-£20.00	127	25	49	53	70	57	127	-	117	9
	13%	9%	13%	17%	14%	12%	13%	-	13%	13%
£20.01-£40.00	94	7	30	57	41	53	94	-	84	10
	10%	3%	8%	18%	8%	11%	10%	-	9%	14%
£40.01+	82	8	17	57	40	41	82	-	79	3
	8%	3%	4%	18%	8%	9%	8%	-	9%	4%
Mean score	16.33	8.72	13.22	26.80	15.78	16.93	16.33	-	16.45	14.88

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	944	242	130	112	242	-	228	14
Weighted Total	967	270	145	125	270	-	254	16
	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	124	88	50	39	88	-	83	5
	13%	33%	34%	31%	33%	-	33%	32%
£2.01-£5.00	284	98	49	49	98	-	90	8
	29%	36%	34%	39%	36%	-	35%	49%
£5.01-£10.00	211	36	18	18	36	-	33	3
	22%	13%	13%	14%	13%	-	13%	19%
£10.01-£15.00	46	8	3	5	8	-	8	-
	5%	3%	2%	4%	3%	-	3%	-
£15.01-£20.00	127	25	15	10	25	-	25	-
	13%	9%	10%	8%	9%	-	10%	-
£20.01-£40.00	94	7	4	4	7	-	7	-
	10%	3%	3%	3%	3%	-	3%	-
£40.01+	82	8	6	2	8	-	8	-
	8%	3%	4%	1%	3%	-	3%	-
Mean score	16.33	8.72	9.82	7.44	8.72	-	8.98	4.48

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	AGE OF ELDEST CHILD 10-14							
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
	Total	Total	Male	Female	Yes	No	Yes	No
Unweighted Total	944	369	191	178	369	-	343	26
Weighted Total	967	385	207	179	385	-	359	27
	100%	100%	100%	100%	100%	-	100%	100%
£0-£2	124	34	17	17	34	-	32	2
	13%	9%	8%	10%	9%	-	9%	8%
£2.01-£5.00	284	147	80	67	147	-	136	11
	29%	38%	39%	37%	38%	-	38%	41%
£5.01-£10.00	211	89	50	39	89	-	81	8
	22%	23%	24%	22%	23%	-	23%	29%
£10.01-£15.00	46	20	12	8	20	-	18	2
	5%	5%	6%	5%	5%	-	5%	7%
£15.01-£20.00	127	49	29	20	49	-	49	-
	13%	13%	14%	11%	13%	-	14%	-
£20.01-£40.00	94	30	13	17	30	-	26	4
	10%	8%	6%	10%	8%	-	7%	14%
£40.01+	82	17	6	10	17	-	17	-
	8%	4%	3%	6%	4%	-	5%	-
Mean score	16.33	13.22	12.33	14.24	13.22	-	13.36	11.30

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	AGE OF ELDEST CHILD 15-18									
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
	Total	Total	Male	Female	Yes	No	Yes	No	Yes	No
Unweighted Total	944	333	164	169	333	-	304	29		
Weighted Total	967	311	149	162	311	-	284	28		
	100%	100%	100%	100%	100%	-	100%	100%		
£0-£2	124	2	1	1	2	-	2	-		
	13%	1%	1%	*	1%	-	1%	-		
£2.01-£5.00	284	39	23	17	39	-	38	1		
	29%	13%	15%	10%	13%	-	13%	4%		
£5.01-£10.00	211	86	40	45	86	-	78	8		
	22%	27%	27%	28%	27%	-	27%	29%		
£10.01-£15.00	46	18	7	11	18	-	17	1		
	5%	6%	5%	7%	6%	-	6%	3%		
£15.01-£20.00	127	53	26	27	53	-	44	9		
	13%	17%	18%	17%	17%	-	16%	34%		
£20.01-£40.00	94	57	25	32	57	-	51	6		
	10%	18%	17%	20%	18%	-	18%	21%		
£40.01+	82	57	28	30	57	-	55	3		
	8%	18%	19%	18%	18%	-	19%	9%		
Mean score	16.33	26.80	26.34	27.23	26.80	-	27.04	24.42		

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

by Q1. How frequently does your child receive pocket money?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Net: Once a week + once a month
Unweighted Total	944	613	203	106	22	816
Weighted Total	967	638	199	106	25	837
	100%	100%	100%	100%	100%	100%
£0-£2	124	120	-	4	-	120
	13%	19%	-	4%	-	14%
£2.01-£5.00	284	253	26	4	-	279
	29%	40%	13%	4%	-	33%
£5.01-£10.00	211	164	34	10	4	197
	22%	26%	17%	10%	15%	24%
£10.01-£15.00	46	32	8	6	-	40
	5%	5%	4%	5%	-	5%
£15.01-£20.00	127	48	45	27	7	93
	13%	8%	22%	26%	28%	11%
£20.01-£40.00	94	15	48	22	8	64
	10%	2%	24%	21%	31%	8%
£40.01+	82	5	38	32	6	43
	8%	1%	19%	30%	26%	5%

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	5-9					5-9 MALES					5-9 FEMALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	944	185	35	17	5	220	96	20	10	4	116	89	15	7	1	104
Weighted Total	967	206	40	17	6	247	106	23	10	5	130	100	17	7	1	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	87	-	2	-	87	50	-	-	-	50	37	-	2	-	37
	13%	42%	-	9%	-	35%	47%	-	-	-	38%	37%	-	23%	-	32%
£2.01-£5.00	284	80	16	2	-	96	39	8	2	-	47	41	8	-	-	49
	29%	39%	40%	10%	-	39%	37%	34%	17%	-	36%	41%	47%	-	-	42%
£5.01-£10.00	211	23	10	2	1	33	8	8	1	1	16	15	2	2	-	17
	22%	11%	25%	13%	18%	13%	8%	35%	7%	23%	13%	15%	10%	22%	-	14%
£10.01-£15.00	46	4	4	1	-	7	1	2	1	-	2	3	2	-	-	5
	5%	2%	9%	5%	-	3%	1%	7%	8%	-	2%	3%	12%	-	-	4%
£15.01-£20.00	127	10	6	7	2	15	7	3	5	1	10	3	3	3	1	6
	13%	5%	14%	42%	33%	6%	6%	12%	43%	16%	7%	3%	16%	41%	100%	5%
£20.01-£40.00	94	2	2	3	1	3	-	1	2	1	1	2	1	1	-	3
	10%	1%	4%	16%	19%	1%	-	3%	17%	24%	1%	2%	6%	14%	-	2%
£40.01+	82	2	3	1	2	5	2	2	1	2	4	-	2	-	-	2
	8%	1%	9%	4%	30%	2%	2%	8%	7%	38%	3%	-	9%	-	-	1%
Mean score	16.33	5.39	16.67	17.97	42.58	7.23	5.38	17.87	19.20	48.24	7.63	5.39	15.03	16.13	20.00	6.80

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					10-14					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	944	172	34	17	5	206	13	1	-	-	14	256	65	40	8	321
Weighted Total	967	191	40	17	6	231	15	1	-	-	16	268	65	42	10	334
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
£0-£2	124	81	-	2	-	81	5	-	-	-	5	32	-	3	-	32
	13%	43%	-	9%	-	35%	34%	-	-	-	32%	12%	-	6%	-	10%
£2.01-£5.00	284	73	15	2	-	88	7	1	-	-	8	137	8	2	-	145
	29%	38%	38%	10%	-	38%	47%	100%	-	-	49%	51%	12%	6%	-	43%
£5.01-£10.00	211	20	10	2	1	30	3	-	-	-	3	66	15	6	2	81
	22%	10%	25%	13%	18%	13%	19%	-	-	-	19%	25%	23%	14%	18%	24%
£10.01-£15.00	46	4	4	1	-	7	-	-	-	-	-	15	3	3	-	17
	5%	2%	9%	5%	-	3%	-	-	-	-	-	5%	4%	6%	-	5%
£15.01-£20.00	127	10	6	7	2	15	-	-	-	-	-	12	18	15	4	30
	13%	5%	14%	42%	33%	7%	-	-	-	-	-	5%	27%	36%	40%	9%
£20.01-£40.00	94	2	2	3	1	3	-	-	-	-	-	6	18	5	2	24
	10%	1%	4%	16%	19%	1%	-	-	-	-	-	2%	28%	11%	18%	7%
£40.01+	82	2	3	1	2	5	-	-	-	-	-	1	4	9	2	5
	8%	1%	9%	4%	30%	2%	-	-	-	-	-	*	6%	22%	24%	2%
Mean score	16.33	5.46	16.89	17.97	42.58	7.43	4.46	5.00	-	-	4.48	7.73	22.09	29.82	33.51	10.55

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	10-14 MALES					10-14 FEMALES					10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	944	135	32	21	3	167	121	33	19	5	154	236	61	38	8	297
Weighted Total	967	146	33	24	4	179	122	33	18	6	155	247	62	40	10	309
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	15	-	2	-	15	16	-	1	-	16	30	-	3	-	30
	13%	11%	-	8%	-	9%	13%	-	4%	-	11%	12%	-	7%	-	10%
£2.01-£5.00	284	73	5	2	-	78	63	3	1	-	66	126	8	2	-	133
	29%	50%	16%	7%	-	44%	52%	8%	4%	-	43%	51%	13%	6%	-	43%
£5.01-£10.00	211	37	9	4	-	47	29	6	2	2	35	61	13	5	2	75
	22%	25%	28%	16%	-	26%	24%	18%	12%	29%	23%	25%	22%	12%	18%	24%
£10.01-£15.00	46	9	1	1	-	10	5	2	1	-	7	14	3	2	-	16
	5%	6%	2%	6%	-	6%	4%	6%	6%	-	5%	5%	4%	5%	-	5%
£15.01-£20.00	127	8	9	9	2	18	4	8	6	2	12	12	18	15	4	30
	13%	6%	29%	39%	40%	10%	3%	25%	31%	40%	8%	5%	28%	37%	40%	10%
£20.01-£40.00	94	3	8	2	-	11	3	10	3	2	13	4	16	5	2	20
	10%	2%	25%	8%	-	6%	2%	31%	15%	30%	8%	2%	26%	11%	18%	6%
£40.01+	82	-	-	4	2	-	1	4	5	-	5	1	4	9	2	5
	8%	-	-	16%	60%	-	1%	13%	28%	-	3%	*	7%	23%	24%	2%
Mean score	16.33	7.50	18.50	26.62	54.89	9.52	8.01	25.72	34.01	19.42	11.74	7.59	22.07	30.59	33.51	10.49

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					15-18					15-18 MALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	944	20	4	2	-	24	172	103	49	9	275	93	45	23	3	138
Weighted Total	967	21	4	2	-	25	163	93	47	9	256	85	40	22	3	125
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	2	-	-	-	2	2	-	-	-	2	1	-	-	-	1
	13%	10%	-	-	-	9%	1%	-	-	-	1%	1%	-	-	-	1%
£2.01-£5.00	284	11	-	-	-	11	37	2	-	-	39	20	2	-	-	23
	29%	52%	-	-	-	44%	23%	3%	-	-	15%	24%	6%	-	-	18%
£5.01-£10.00	211	5	2	1	-	7	74	9	2	1	83	38	2	-	-	40
	22%	24%	45%	58%	-	27%	46%	9%	4%	8%	32%	45%	5%	-	-	32%
£10.01-£15.00	46	1	-	1	-	1	14	2	2	-	16	4	1	2	-	5
	5%	5%	-	42%	-	4%	8%	2%	5%	-	6%	5%	2%	10%	-	4%
£15.01-£20.00	127	-	-	-	-	-	26	22	5	1	48	14	10	2	1	23
	13%	-	-	-	-	-	16%	23%	11%	12%	19%	16%	25%	8%	36%	19%
£20.01-£40.00	94	2	2	-	-	4	8	29	15	5	37	5	12	7	1	17
	10%	9%	55%	-	-	15%	5%	31%	32%	55%	14%	6%	29%	30%	38%	14%
£40.01+	82	-	-	-	-	-	2	30	22	2	33	2	13	11	1	16
	8%	-	-	-	-	-	1%	33%	48%	25%	13%	3%	33%	51%	26%	13%
Mean score	16.33	9.34	22.42	12.11	-	11.25	12.09	38.41	51.54	45.61	21.67	12.61	39.85	51.96	48.65	21.34

Experian - Pocket Money Madness Survey 2016

Q2. On average, how much pocket money do you or your partner give your child on a 'weekly'/'monthly' basis?

Base: All parents who give pocket money (Excluding outliers, below £1 and above £100)

	15-18 FEMALES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	944	79	58	26	6	137	159	96	42	7	255	13	7	7	2	20
Weighted Total	967	78	53	25	6	132	150	86	41	7	236	13	7	6	2	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0-£2	124	1	-	-	-	1	2	-	-	-	2	-	-	-	-	-
	13%	1%	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-
£2.01-£5.00	284	17	-	-	-	17	36	2	-	-	38	1	-	-	-	1
	29%	21%	-	-	-	13%	24%	3%	-	-	16%	8%	-	-	-	6%
£5.01-£10.00	211	36	7	2	1	43	70	6	1	1	76	5	2	1	-	7
	22%	46%	13%	8%	13%	32%	46%	7%	2%	11%	32%	35%	34%	20%	-	35%
£10.01-£15.00	46	10	1	-	-	11	13	2	2	-	15	1	-	-	-	1
	5%	13%	2%	-	-	8%	9%	2%	6%	-	6%	6%	-	-	-	4%
£15.01-£20.00	127	12	12	3	-	24	19	20	4	1	39	7	2	1	-	9
	13%	16%	22%	13%	-	18%	13%	23%	10%	15%	17%	51%	27%	13%	-	43%
£20.01-£40.00	94	3	17	9	4	20	8	26	13	4	34	-	3	2	1	3
	10%	4%	32%	35%	63%	15%	6%	30%	32%	54%	14%	-	39%	36%	57%	13%
£40.01+	82	-	17	11	1	17	2	30	20	1	33	-	-	2	1	-
	8%	-	32%	45%	25%	13%	2%	35%	50%	20%	14%	-	-	31%	43%	-
Mean score	16.33	11.53	37.33	51.18	44.11	21.98	11.84	39.77	53.27	42.57	22.06	14.93	21.29	39.46	57.36	17.10

Experian - Pocket Money Madness Survey 2016

Q3. At what age did you start giving your child pocket money?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	68 6%	41 13%	16 4%	12 3%	39 7%	29 6%	68 6%	-	66 7%	2 2%
5-7 years	395 37%	244 75%	94 23%	57 17%	218 39%	178 34%	395 37%	-	373 37%	23 28%
8-10 years	358 33%	39 12%	212 51%	107 32%	190 34%	168 33%	358 33%	-	330 33%	28 35%
11-13 years	208 19%	-	93 22%	115 34%	96 17%	112 22%	208 19%	-	185 19%	22 28%
14-16 years	49 5%	-	4 1%	45 13%	21 4%	28 5%	49 5%	-	44 4%	5 6%
17-18 years	1 *	-	-	1 *	-	1 *	1 *	-	1 *	-
Mean score	8.37	5.82	8.83	10.25	8.17	8.58	8.37	-	8.30	9.24

Experian - Pocket Money Madness Survey 2016**Q3. At what age did you start giving your child pocket money?**

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	157	140	297	-	281	16
Weighted Total	1079	324	172	152	324	-	306	18
	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	68	41	24	17	41	-	40	1
	6%	13%	14%	11%	13%	-	13%	4%
5-7 years	395	244	132	112	244	-	229	15
	37%	75%	77%	73%	75%	-	75%	83%
8-10 years	358	39	16	23	39	-	37	2
	33%	12%	9%	15%	12%	-	12%	13%
11-13 years	208	-	-	-	-	-	-	-
	19%	-	-	-	-	-	-	-
14-16 years	49	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-
17-18 years	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Mean score	8.37	5.82	5.70	5.95	5.82	-	5.80	6.13

Experian - Pocket Money Madness Survey 2016

Q3. At what age did you start giving your child pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	402	210	192	402	-	371	31
Weighted Total	1079	419	227	193	419	-	387	32
	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	68 6%	16 4%	8 3%	8 4%	16 4%	-	16 4%	-
5-7 years	395 37%	94 23%	58 26%	36 19%	94 23%	-	88 23%	7 21%
8-10 years	358 33%	212 51%	114 50%	98 51%	212 51%	-	195 50%	18 55%
11-13 years	208 19%	93 22%	44 20%	49 25%	93 22%	-	85 22%	8 24%
14-16 years	49 5%	4 1%	2 1%	2 1%	4 1%	-	4 1%	-
17-18 years	1 *	-	-	-	-	-	-	-
Mean score	8.37	8.83	8.72	8.95	8.83	-	8.80	9.12

Experian - Pocket Money Madness Survey 2016

Q3. At what age did you start giving your child pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	361	182	179	361	-	330	31
Weighted Total	1079	335	164	171	335	-	306	30
	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	68 6%	12 3%	7 4%	5 3%	12 3%	-	11 4%	1 3%
5-7 years	395 37%	57 17%	27 17%	30 17%	57 17%	-	56 18%	1 4%
8-10 years	358 33%	107 32%	60 37%	47 27%	107 32%	-	99 32%	8 26%
11-13 years	208 19%	115 34%	51 31%	63 37%	115 34%	-	100 33%	15 50%
14-16 years	49 5%	45 13%	18 11%	26 15%	45 13%	-	40 13%	5 17%
17-18 years	1 *	1 *	-	1 *	1 *	-	1 *	-
Mean score	8.37	10.25	10.00	10.50	10.25	-	10.16	11.27

Experian - Pocket Money Madness Survey 2016

Q4. At what age did your child first start asking for pocket money?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	47 4%	29 9%	13 3%	5 1%	21 4%	26 5%	47 4%	-	45 4%	2 3%
5-7 years	231 21%	121 37%	77 18%	33 10%	125 22%	106 21%	231 21%	-	219 22%	13 16%
8-10 years	237 22%	13 4%	137 33%	87 26%	122 22%	115 22%	237 22%	-	223 22%	14 18%
11-13 years	112 10%	-	49 12%	63 19%	55 10%	57 11%	112 10%	-	98 10%	14 18%
14-16 years	24 2%	-	2 *	22 7%	11 2%	12 2%	24 2%	-	22 2%	2 3%
They have never asked for pocket money	429 40%	161 50%	141 34%	126 38%	228 41%	201 39%	429 40%	-	394 39%	35 44%
Mean score	8.18	5.56	8.35	9.99	8.11	8.25	8.18	-	8.11	9.06

Experian - Pocket Money Madness Survey 2016

Q4. At what age did your child first start asking for pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	157	140	297	-	281	16
Weighted Total	1079	324	172	152	324	-	306	18
	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	47	29	12	17	29	-	29	-
	4%	9%	7%	11%	9%	-	9%	-
5-7 years	231	121	57	64	121	-	117	4
	21%	37%	33%	42%	37%	-	38%	23%
8-10 years	237	13	7	5	13	-	13	-
	22%	4%	4%	4%	4%	-	4%	-
11-13 years	112	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-
14-16 years	24	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-
They have never asked for pocket money	429	161	95	66	161	-	148	14
	40%	50%	55%	44%	50%	-	48%	77%
Mean score	8.18	5.56	5.57	5.55	5.56	-	5.53	6.66

Experian - Pocket Money Madness Survey 2016

Q4. At what age did your child first start asking for pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	402	210	192	402	-	371	31
Weighted Total	1079	419	227	193	419	-	387	32
	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	47	13	8	6	13	-	12	1
	4%	3%	3%	3%	3%	-	3%	3%
5-7 years	231	77	51	26	77	-	69	7
	21%	18%	22%	13%	18%	-	18%	23%
8-10 years	237	137	68	70	137	-	130	8
	22%	33%	30%	36%	33%	-	33%	24%
11-13 years	112	49	26	23	49	-	45	4
	10%	12%	11%	12%	12%	-	12%	14%
14-16 years	24	2	-	2	2	-	2	-
	2%	*	-	1%	*	-	*	-
They have never asked for pocket money	429	141	75	66	141	-	129	11
	40%	34%	33%	34%	34%	-	33%	35%
Mean score	8.18	8.35	8.09	8.67	8.35	-	8.37	8.11

Experian - Pocket Money Madness Survey 2016

Q4. At what age did your child first start asking for pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	361	182	179	361	-	330	31
Weighted Total	1079	335	164	171	335	-	306	30
	100%	100%	100%	100%	100%	-	100%	100%
0-4 years	47 4%	5 1%	1 1%	4 2%	5 1%	-	4 1%	1 4%
5-7 years	231 21%	33 10%	17 11%	16 9%	33 10%	-	32 11%	1 3%
8-10 years	237 22%	87 26%	47 28%	40 23%	87 26%	-	80 26%	6 22%
11-13 years	112 10%	63 19%	29 18%	33 19%	63 19%	-	53 17%	10 32%
14-16 years	24 2%	22 7%	11 7%	10 6%	22 7%	-	20 6%	2 7%
They have never asked for pocket money	429 40%	126 38%	58 36%	68 40%	126 38%	-	117 38%	9 32%
Mean score	8.18	9.99	9.98	10.00	9.99	-	9.93	10.54

Experian - Pocket Money Madness Survey 2016

Q5. What is the main reason you choose to give your child pocket money?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
It is to help them learn about and manage money independently	548 51%	143 44%	214 51%	190 57%	267 47%	281 54%	548 51%	-	517 52%	31 39%
It is a reward for good behaviour, for doing well at school, or for helping around the house	334 31%	137 42%	134 32%	63 19%	184 33%	150 29%	334 31%	-	309 31%	25 31%
So they can buy things for themselves when I am not around	97 9%	12 4%	38 9%	47 14%	52 9%	44 9%	97 9%	-	86 9%	11 13%
My child would expect to receive pocket money like their friends do	47 4%	14 4%	10 2%	23 7%	26 5%	21 4%	47 4%	-	43 4%	4 6%
It is the normal thing to do amongst my group of friends	35 3%	11 3%	14 3%	10 3%	21 4%	14 3%	35 3%	-	30 3%	5 6%
Don't know, have never considered it	9 1%	1 *	6 2%	1 *	7 1%	2 *	9 1%	-	4 *	4 5%
Other	10 1%	6 2%	2 1%	1 *	5 1%	4 1%	10 1%	-	10 1%	-

Experian - Pocket Money Madness Survey 2016

Q5. What is the main reason you choose to give your child pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	157	140	297	-	281	16
Weighted Total	1079	324	172	152	324	-	306	18
	100%	100%	100%	100%	100%	-	100%	100%
It is to help them learn about and manage money independently	548	143	68	75	143	-	137	6
	51%	44%	40%	49%	44%	-	45%	35%
It is a reward for good behaviour, for doing well at school, or for helping around the house	334	137	73	64	137	-	129	9
	31%	42%	43%	42%	42%	-	42%	50%
So they can buy things for themselves when I am not around	97	12	8	4	12	-	12	-
	9%	4%	5%	3%	4%	-	4%	-
My child would expect to receive pocket money like their friends do	47	14	9	5	14	-	13	1
	4%	4%	5%	3%	4%	-	4%	5%
It is the normal thing to do amongst my group of friends	35	11	9	2	11	-	9	2
	3%	3%	5%	1%	3%	-	3%	10%
Don't know, have never considered it	9	1	1	-	1	-	1	-
	1%	*	1%	-	*	-	*	-
Other	10	6	4	2	6	-	6	-
	1%	2%	2%	2%	2%	-	2%	-

Experian - Pocket Money Madness Survey 2016

Q5. What is the main reason you choose to give your child pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	402	210	192	402	-	371	31
Weighted Total	1079	419	227	193	419	-	387	32
	100%	100%	100%	100%	100%	-	100%	100%
It is to help them learn about and manage money independently	548	214	109	105	214	-	197	17
	51%	51%	48%	54%	51%	-	51%	53%
It is a reward for good behaviour, for doing well at school, or for helping around the house	334	134	78	55	134	-	124	10
	31%	32%	35%	29%	32%	-	32%	30%
So they can buy things for themselves when I am not around	97	38	20	18	38	-	38	-
	9%	9%	9%	9%	9%	-	10%	-
My child would expect to receive pocket money like their friends do	47	10	7	4	10	-	10	-
	4%	2%	3%	2%	2%	-	3%	-
It is the normal thing to do amongst my group of friends	35	14	6	8	14	-	13	1
	3%	3%	3%	4%	3%	-	3%	3%
Don't know, have never considered it	9	6	5	1	6	-	2	4
	1%	2%	2%	1%	2%	-	1%	13%
Other	10	2	1	1	2	-	2	-
	1%	1%	*	1%	1%	-	1%	-

Experian - Pocket Money Madness Survey 2016

Q5. What is the main reason you choose to give your child pocket money?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	361	182	179	361	-	330	31
Weighted Total	1079	335	164	171	335	-	306	30
	100%	100%	100%	100%	100%	-	100%	100%
It is to help them learn about and manage money independently	548	190	89	101	190	-	183	7
	51%	57%	54%	59%	57%	-	60%	25%
It is a reward for good behaviour, for doing well at school, or for helping around the house	334	63	33	30	63	-	57	6
	31%	19%	20%	18%	19%	-	19%	21%
So they can buy things for themselves when I am not around	97	47	24	22	47	-	36	11
	9%	14%	15%	13%	14%	-	12%	36%
My child would expect to receive pocket money like their friends do	47	23	11	12	23	-	20	3
	4%	7%	7%	7%	7%	-	6%	12%
It is the normal thing to do amongst my group of friends	35	10	6	3	10	-	8	2
	3%	3%	4%	2%	3%	-	3%	6%
Don't know, have never considered it	9	1	-	1	1	-	1	-
	1%	*	-	1%	*	-	*	-
Other	10	1	1	1	1	-	1	-
	1%	*	*	*	*	-	*	-

Experian - Pocket Money Madness Survey 2016

Q6. Does your child earn their pocket money by doing chores?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Yes, sometimes	721	219	284	218	371	350	721	-	678	43
	67%	68%	68%	65%	66%	68%	67%	-	68%	54%
Yes, always	167	46	80	41	98	68	167	-	149	17
	15%	14%	19%	12%	17%	13%	15%	-	15%	22%
No, never	192	59	56	77	93	98	192	-	172	19
	18%	18%	13%	23%	17%	19%	18%	-	17%	24%
NETS										
Net: Yes	887	265	364	258	469	418	887	-	827	60
	82%	82%	87%	77%	83%	81%	82%	-	83%	76%

Experian - Pocket Money Madness Survey 2016

Q6. Does your child earn their pocket money by doing chores?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	157	140	297	-	281	16
Weighted Total	1079	324	172	152	324	-	306	18
	100%	100%	100%	100%	100%	-	100%	100%
Yes, sometimes	721	219	117	102	219	-	209	10
	67%	68%	68%	67%	68%	-	68%	54%
Yes, always	167	46	24	22	46	-	40	6
	15%	14%	14%	15%	14%	-	13%	32%
No, never	192	59	31	28	59	-	57	3
	18%	18%	18%	19%	18%	-	19%	14%
NETS								
Net: Yes	887	265	141	124	265	-	249	15
	82%	82%	82%	81%	82%	-	81%	86%

Experian - Pocket Money Madness Survey 2016

Q6. Does your child earn their pocket money by doing chores?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	402	210	192	402	-	371	31
Weighted Total	1079	419	227	193	419	-	387	32
	100%	100%	100%	100%	100%	-	100%	100%
Yes, sometimes	721	284	147	137	284	-	266	18
	67%	68%	65%	71%	68%	-	69%	57%
Yes, always	167	80	49	31	80	-	71	9
	15%	19%	21%	16%	19%	-	18%	28%
No, never	192	56	31	24	56	-	51	5
	18%	13%	14%	13%	13%	-	13%	15%
NETS								
Net: Yes	887	364	195	169	364	-	337	27
	82%	87%	86%	87%	87%	-	87%	85%

Experian - Pocket Money Madness Survey 2016

Q6. Does your child earn their pocket money by doing chores?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	361	182	179	361	-	330	31
Weighted Total	1079	335	164	171	335	-	306	30
	100%	100%	100%	100%	100%	-	100%	100%
Yes, sometimes	721	218	107	111	218	-	203	15
	67%	65%	65%	65%	65%	-	66%	51%
Yes, always	167	41	26	15	41	-	38	3
	15%	12%	16%	9%	12%	-	12%	9%
No, never	192	77	31	46	77	-	65	12
	18%	23%	19%	27%	23%	-	21%	40%
NETS								
Net: Yes	887	258	133	125	258	-	241	18
	82%	77%	81%	73%	77%	-	79%	60%

Experian - Pocket Money Madness Survey 2016

Q7. How, if at all, do you decide the amount of pocket money that you give your child? Please select all that apply.

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Based on how much we can afford as a family	511	147	210	154	264	247	511	-	479	32
	47%	45%	50%	46%	47%	48%	47%	-	48%	40%
Based on my child's age	311	130	107	74	165	146	311	-	287	24
	29%	40%	25%	22%	29%	28%	29%	-	29%	30%
Based on my child's needs	285	68	114	103	145	141	285	-	269	16
	26%	21%	27%	31%	26%	27%	26%	-	27%	20%
Based on what I know my child's friends receive	75	13	33	29	39	35	75	-	69	6
	7%	4%	8%	9%	7%	7%	7%	-	7%	7%
If my child asks for more, I try to give them more	55	8	27	20	34	21	55	-	50	5
	5%	2%	6%	6%	6%	4%	5%	-	5%	6%
Other	39	12	15	12	18	21	39	-	36	3
	4%	4%	4%	4%	3%	4%	4%	-	4%	4%
Don't know	34	15	9	9	22	12	34	-	27	6
	3%	5%	2%	3%	4%	2%	3%	-	3%	8%

Experian - Pocket Money Madness Survey 2016

Q7. How, if at all, do you decide the amount of pocket money that you give your child? Please select all that apply.

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	157	140	297	-	281	16
Weighted Total	1079	324	172	152	324	-	306	18
	100%	100%	100%	100%	100%	-	100%	100%
Based on how much we can afford as a family	511	147	73	74	147	-	142	6
	47%	45%	43%	49%	45%	-	46%	32%
Based on my child's age	311	130	67	63	130	-	120	10
	29%	40%	39%	42%	40%	-	39%	55%
Based on my child's needs	285	68	43	26	68	-	67	1
	26%	21%	25%	17%	21%	-	22%	4%
Based on what I know my child's friends receive	75	13	8	5	13	-	13	-
	7%	4%	4%	3%	4%	-	4%	-
If my child asks for more, I try to give them more	55	8	6	2	8	-	8	-
	5%	2%	3%	1%	2%	-	3%	-
Other	39	12	5	7	12	-	12	-
	4%	4%	3%	5%	4%	-	4%	-
Don't know	34	15	11	4	15	-	13	2
	3%	5%	6%	3%	5%	-	4%	13%

Experian - Pocket Money Madness Survey 2016

Q7. How, if at all, do you decide the amount of pocket money that you give your child? Please select all that apply.

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	402	210	192	402	-	371	31
Weighted Total	1079	419	227	193	419	-	387	32
	100%	100%	100%	100%	100%	-	100%	100%
Based on how much we can afford as a family	511	210	121	89	210	-	194	16
	47%	50%	53%	46%	50%	-	50%	48%
Based on my child's age	311	107	57	50	107	-	99	7
	29%	25%	25%	26%	25%	-	26%	22%
Based on my child's needs	285	114	55	59	114	-	105	8
	26%	27%	24%	31%	27%	-	27%	26%
Based on what I know my child's friends receive	75	33	14	18	33	-	31	2
	7%	8%	6%	10%	8%	-	8%	6%
If my child asks for more, I try to give them more	55	27	14	13	27	-	27	-
	5%	6%	6%	6%	6%	-	7%	-
Other	39	15	8	7	15	-	13	2
	4%	4%	4%	3%	4%	-	3%	5%
Don't know	34	9	5	4	9	-	7	2
	3%	2%	2%	2%	2%	-	2%	8%

Experian - Pocket Money Madness Survey 2016

Q7. How, if at all, do you decide the amount of pocket money that you give your child? Please select all that apply.

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	361	182	179	361	-	330	31
Weighted Total	1079	335	164	171	335	-	306	30
	100%	100%	100%	100%	100%	-	100%	100%
Based on how much we can afford as a family	511	154	70	84	154	-	143	11
	47%	46%	43%	49%	46%	-	47%	36%
Based on my child's age	311	74	41	33	74	-	68	6
	29%	22%	25%	20%	22%	-	22%	22%
Based on my child's needs	285	103	47	56	103	-	96	7
	26%	31%	29%	33%	31%	-	32%	22%
Based on what I know my child's friends receive	75	29	17	12	29	-	26	4
	7%	9%	11%	7%	9%	-	8%	13%
If my child asks for more, I try to give them more	55	20	14	6	20	-	15	5
	5%	6%	8%	4%	6%	-	5%	16%
Other	39	12	4	8	12	-	10	2
	4%	4%	3%	4%	4%	-	3%	5%
Don't know	34	9	6	3	9	-	7	2
	3%	3%	4%	2%	3%	-	2%	5%

Experian - Pocket Money Madness Survey 2016

Q8. Do you think your child is most likely to become a 'saver' or a 'spender' when they are an adult?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saver	801	294	274	234	413	388	605	196	759	43
	52%	54%	53%	49%	52%	52%	56%	43%	53%	37%
Spender	431	130	146	155	229	202	294	137	388	43
	28%	24%	28%	33%	29%	27%	27%	30%	27%	37%
Not sure	301	116	102	83	150	151	180	121	272	29
	20%	21%	20%	18%	19%	20%	17%	27%	19%	26%

Experian - Pocket Money Madness Survey 2016

Q8. Do you think your child is most likely to become a 'saver' or a 'spender' when they are an adult?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Saver	801	294	146	148	202	92	278	16
	52%	54%	55%	54%	62%	43%	54%	57%
Spender	431	130	66	63	68	62	126	4
	28%	24%	25%	23%	21%	29%	25%	13%
Not sure	301	116	53	62	54	61	107	9
	20%	21%	20%	23%	17%	29%	21%	31%

Experian - Pocket Money Madness Survey 2016

Q8. Do you think your child is most likely to become a 'saver' or a 'spender' when they are an adult?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Saver	801	274	148	126	230	44	264	10
	52%	53%	52%	53%	55%	43%	55%	27%
Spender	431	146	83	62	116	30	127	18
	28%	28%	29%	26%	28%	29%	26%	50%
Not sure	301	102	54	48	74	28	93	9
	20%	20%	19%	20%	18%	28%	19%	24%

Experian - Pocket Money Madness Survey 2016

Q8. Do you think your child is most likely to become a 'saver' or a 'spender' when they are an adult?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Saver	801	234	119	114	173	60	217	16
	52%	49%	49%	49%	52%	44%	51%	34%
Spender	431	155	79	76	110	45	135	20
	28%	33%	33%	33%	33%	33%	32%	42%
Not sure	301	83	43	40	52	31	71	12
	20%	18%	18%	18%	16%	23%	17%	24%

Experian - Pocket Money Madness Survey 2016

Q9_SUM. To what extent do you agree or disagree with the following statements.

SUMMARY TABLE

Base: All parents

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
1533 100%	399 26%	797 52%	213 14%	73 5%	50 3%	1197 78%	286 19%	3.03
1533 100%	334 22%	789 51%	279 18%	86 6%	44 3%	1123 73%	365 24%	2.92

Experian - Pocket Money Madness Survey 2016

Q9_1. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 334	86	121	127	192	142	245	89	319	15
	22%	16%	23%	27%	24%	19%	23%	20%	22%	13%
Tend to agree	(3) 789	265	279	245	389	400	570	219	743	46
	51%	49%	53%	52%	49%	54%	53%	48%	52%	40%
Tend to disagree	(2) 279	127	83	69	144	135	186	93	251	28
	18%	24%	16%	15%	18%	18%	17%	20%	18%	25%
Strongly disagree	(1) 86	35	28	23	45	41	52	34	67	19
	6%	7%	5%	5%	6%	6%	5%	7%	5%	17%
Don't know	44	26	11	8	21	23	25	20	39	5
	3%	5%	2%	2%	3%	3%	2%	4%	3%	5%
NETS										
Net: Agree	1123	352	399	372	582	542	816	308	1062	62
	73%	65%	77%	79%	73%	73%	76%	68%	75%	54%
Net: Disagree	365	162	111	92	189	176	239	127	318	47
	24%	30%	21%	20%	24%	24%	22%	28%	22%	41%
Mean score	2.92	2.78	2.96	3.03	2.95	2.89	2.96	2.83	2.95	2.53
Standard deviation	.80	.80	.79	.79	.82	.78	.78	.84	.78	.94
Standard error	.02	.04	.04	.03	.03	.03	.02	.04	.02	.09

Experian - Pocket Money Madness Survey 2016

Q9_1. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	334	86	45	41	60	26	83	3
	22%	16%	17%	15%	19%	12%	16%	12%
Tend to agree (3)	789	265	126	140	168	98	251	14
	51%	49%	47%	51%	52%	45%	49%	50%
Tend to disagree (2)	279	127	67	60	70	57	123	4
	18%	24%	25%	22%	21%	27%	24%	15%
Strongly disagree (1)	86	35	16	20	16	20	30	5
	6%	7%	6%	7%	5%	9%	6%	17%
Don't know	44	26	12	14	11	15	24	2
	3%	5%	5%	5%	3%	7%	5%	7%
NETS								
Net: Agree	1123	352	171	180	228	124	334	18
	73%	65%	64%	66%	70%	57%	65%	61%
Net: Disagree	365	162	83	79	85	77	153	9
	24%	30%	31%	29%	26%	36%	30%	32%
Mean score	2.92	2.78	2.79	2.78	2.87	2.65	2.79	2.59
Standard deviation	.80	.80	.81	.80	.77	.83	.79	.94
Standard error	.02	.04	.05	.05	.05	.06	.04	.19

Experian - Pocket Money Madness Survey 2016

Q9_1. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Base: All parents

		AGE OF ELDEST CHILD 10-14							
		GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
Total	Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	512	274	238	402	110	475	37	
Weighted Total	1533	521	285	236	419	102	484	37	
	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4) 334	121	73	47	97	24	115	5	
	22%	23%	26%	20%	23%	23%	24%	15%	
Tend to agree	(3) 789	279	147	132	229	50	265	14	
	51%	53%	52%	56%	55%	49%	55%	37%	
Tend to disagree	(2) 279	83	45	38	65	18	73	10	
	18%	16%	16%	16%	15%	18%	15%	27%	
Strongly disagree	(1) 86	28	15	13	20	8	22	6	
	6%	5%	5%	6%	5%	8%	5%	17%	
Don't know	44	11	5	6	9	2	9	2	
	3%	2%	2%	3%	2%	2%	2%	4%	
NETS									
Net: Agree	1123	399	220	179	326	73	380	19	
	73%	77%	77%	76%	78%	72%	79%	52%	
Net: Disagree	365	111	60	51	85	26	95	16	
	24%	21%	21%	22%	20%	26%	20%	44%	
Mean score	2.92	2.96	3.00	2.92	2.98	2.89	3.00	2.52	
Standard deviation	.80	.79	.80	.77	.77	.86	.76	.96	
Standard error	.02	.04	.05	.05	.04	.08	.04	.16	

Experian - Pocket Money Madness Survey 2016

Q9_1. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the value of money (e.g. where it comes from, how it is earned)

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 334	127	73	54	88	39	121	7
	22%	27%	30%	23%	26%	29%	28%	14%
Tend to agree	(3) 789	245	117	128	174	71	227	18
	51%	52%	48%	55%	52%	52%	54%	38%
Tend to disagree	(2) 279	69	33	37	52	18	56	14
	18%	15%	14%	16%	15%	13%	13%	29%
Strongly disagree	(1) 86	23	14	8	16	6	15	8
	6%	5%	6%	4%	5%	5%	3%	16%
Don't know	44	8	4	4	5	3	6	2
	3%	2%	2%	2%	2%	2%	1%	4%
NETS								
Net: Agree	1123	372	190	182	262	111	348	25
	73%	79%	79%	79%	78%	81%	82%	51%
Net: Disagree	365	92	47	45	68	24	70	22
	24%	20%	19%	20%	20%	17%	17%	45%
Mean score	2.92	3.03	3.05	3.00	3.01	3.07	3.09	2.50
Standard deviation	.80	.79	.83	.74	.79	.78	.75	.95
Standard error	.02	.03	.05	.05	.04	.06	.03	.14

Experian - Pocket Money Madness Survey 2016

Q9_2. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 399 26%	95 18%	149 29%	155 33%	217 27%	183 25%	299 28%	100 22%	381 27%	18 16%
Tend to agree	(3) 797 52%	277 51%	285 55%	236 50%	408 51%	389 53%	574 53%	223 49%	744 52%	53 47%
Tend to disagree	(2) 213 14%	105 19%	50 10%	58 12%	105 13%	108 15%	133 12%	79 17%	185 13%	28 24%
Strongly disagree	(1) 73 5%	30 6%	26 5%	17 4%	36 5%	37 5%	47 4%	26 6%	63 4%	10 9%
Don't know	50 3%	32 6%	11 2%	7 1%	27 3%	24 3%	26 2%	25 5%	46 3%	4 4%
NETS										
Net: Agree	1197 78%	372 69%	434 83%	391 83%	624 79%	572 77%	873 81%	324 71%	1125 79%	72 63%
Net: Disagree	286 19%	135 25%	77 15%	74 16%	141 18%	145 20%	180 17%	106 23%	248 17%	38 33%
Mean score	3.03	2.86	3.09	3.14	3.05	3.00	3.07	2.93	3.05	2.73
Standard deviation	.78	.78	.77	.76	.78	.78	.77	.81	.77	.85
Standard error	.02	.04	.03	.03	.03	.03	.02	.04	.02	.08

Experian - Pocket Money Madness Survey 2016

Q9_2. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	399 26%	95 18%	53 20%	42 15%	65 20%	30 14%	93 18%	2 8%
Tend to agree (3)	797 52%	277 51%	134 50%	143 52%	178 55%	99 46%	261 51%	16 57%
Tend to disagree (2)	213 14%	105 19%	50 19%	55 20%	52 16%	53 24%	99 19%	6 22%
Strongly disagree (1)	73 5%	30 6%	14 5%	16 6%	15 5%	15 7%	27 5%	3 10%
Don't know	50 3%	32 6%	15 6%	17 6%	13 4%	19 9%	31 6%	1 3%
NETS								
Net: Agree	1197 78%	372 69%	187 70%	185 68%	243 75%	129 60%	353 69%	19 65%
Net: Disagree	286 19%	135 25%	64 24%	71 26%	68 21%	67 31%	126 25%	9 32%
Mean score	3.03	2.86	2.90	2.82	2.94	2.73	2.87	2.65
Standard deviation	.78	.78	.79	.78	.76	.81	.78	.79
Standard error	.02	.04	.05	.05	.04	.06	.04	.16

Experian - Pocket Money Madness Survey 2016

Q9_2. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	399	149	80	69	118	30	142	7
	26%	29%	28%	29%	28%	30%	29%	18%
Tend to agree (3)	797	285	158	127	232	52	272	13
	52%	55%	55%	54%	55%	51%	56%	35%
Tend to disagree (2)	213	50	27	23	40	10	40	10
	14%	10%	9%	10%	10%	10%	8%	28%
Strongly disagree (1)	73	26	12	14	19	7	22	4
	5%	5%	4%	6%	5%	7%	5%	11%
Don't know	50	11	8	3	9	2	9	3
	3%	2%	3%	1%	2%	2%	2%	7%
NETS								
Net: Agree	1197	434	238	196	351	83	414	20
	78%	83%	83%	83%	84%	81%	85%	53%
Net: Disagree	286	77	39	37	59	17	62	15
	19%	15%	14%	16%	14%	17%	13%	39%
Mean score	3.03	3.09	3.10	3.08	3.10	3.06	3.12	2.65
Standard deviation	.78	.77	.75	.80	.75	.83	.74	.95
Standard error	.02	.03	.05	.05	.04	.08	.03	.16

Experian - Pocket Money Madness Survey 2016

Q9_2. To what extent do you agree or disagree with the following statements.

I am confident that my child has a good appreciation of the difference between a necessity (e.g. school lunch, bus fare) and a luxury (e.g. toy, sweets)

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 399	155	84	71	115	40	146	9
	26%	33%	35%	31%	34%	29%	35%	19%
Tend to agree	(3) 797	236	116	119	164	72	212	24
	52%	50%	48%	52%	49%	52%	50%	50%
Tend to disagree	(2) 213	58	28	30	41	17	46	11
	14%	12%	12%	13%	12%	12%	11%	23%
Strongly disagree	(1) 73	17	10	7	12	5	14	3
	5%	4%	4%	3%	4%	3%	3%	7%
Don't know	50	7	3	4	3	4	6	1
	3%	1%	1%	2%	1%	3%	1%	2%
NETS								
Net: Agree	1197	391	200	191	279	112	358	33
	78%	83%	83%	83%	83%	82%	84%	68%
Net: Disagree	286	74	38	37	53	21	60	14
	19%	16%	16%	16%	16%	16%	14%	30%
Mean score	3.03	3.14	3.15	3.12	3.15	3.11	3.17	2.82
Standard deviation	.78	.76	.78	.74	.77	.75	.75	.82
Standard error	.02	.03	.05	.05	.04	.06	.04	.12

Experian - Pocket Money Madness Survey 2016

Q10. Which of the following do you believe your child appreciates most?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Money they have earned	421	101	147	173	223	199	289	132	397	25
	27%	19%	28%	37%	28%	27%	27%	29%	28%	21%
I don't feel my child distinguishes between any of the above	357	137	113	107	175	182	224	133	326	31
	23%	25%	22%	23%	22%	25%	21%	29%	23%	27%
Money they have saved	311	103	119	89	175	136	267	44	286	25
	20%	19%	23%	19%	22%	18%	25%	10%	20%	22%
Money they have been given as a reward (for good behaviour/actions etc.)	272	140	81	51	137	135	191	81	255	17
	18%	26%	15%	11%	17%	18%	18%	18%	18%	15%
Money they have received as a gift	167	56	61	49	82	84	103	64	150	16
	11%	10%	12%	10%	10%	11%	10%	14%	11%	14%
Other	4	2	-	3	-	4	4	-	4	-
	*	*	-	1%	-	1%	*	-	*	-

Experian - Pocket Money Madness Survey 2016

Q10. Which of the following do you believe your child appreciates most?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Money they have earned	421	101	52	49	67	34	95	6
	27%	19%	20%	18%	21%	16%	19%	22%
I don't feel my child distinguishes between any of the above	357	137	65	72	67	70	127	10
	23%	25%	24%	26%	21%	32%	25%	35%
Money they have saved	311	103	64	39	83	20	97	6
	20%	19%	24%	14%	26%	9%	19%	20%
Money they have been given as a reward (for good behaviour/actions etc.)	272	140	62	78	80	60	136	4
	18%	26%	23%	28%	25%	28%	27%	14%
Money they have received as a gift	167	56	23	33	25	31	54	3
	11%	10%	9%	12%	8%	15%	11%	9%
Other	4	2	-	2	2	-	2	-
	*	*	-	1%	*	-	*	-

Experian - Pocket Money Madness Survey 2016

Q10. Which of the following do you believe your child appreciates most?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Money they have earned	421	147	80	67	120	27	141	6
	27%	28%	28%	28%	29%	26%	29%	16%
I don't feel my child distinguishes between any of the above	357	113	59	54	83	30	103	10
	23%	22%	21%	23%	20%	29%	21%	28%
Money they have saved	311	119	66	54	106	13	113	6
	20%	23%	23%	23%	25%	13%	23%	17%
Money they have been given as a reward (for good behaviour/actions etc.)	272	81	48	33	67	13	74	7
	18%	15%	17%	14%	16%	13%	15%	17%
Money they have received as a gift	167	61	33	29	43	19	54	8
	11%	12%	11%	12%	10%	18%	11%	21%
Other	4	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-

Experian - Pocket Money Madness Survey 2016

Q10. Which of the following do you believe your child appreciates most?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Money they have earned	421	173	91	82	101	72	161	12
	27%	37%	38%	36%	30%	52%	38%	26%
I don't feel my child distinguishes between any of the above	357	107	51	56	74	33	96	11
	23%	23%	21%	24%	22%	24%	23%	22%
Money they have saved	311	89	46	43	79	11	76	13
	20%	19%	19%	19%	23%	8%	18%	27%
Money they have been given as a reward (for good behaviour/actions etc.)	272	51	26	25	43	8	44	7
	18%	11%	11%	11%	13%	6%	10%	14%
Money they have received as a gift	167	49	26	22	35	14	43	6
	11%	10%	11%	10%	10%	10%	10%	12%
Other	4	3	-	3	3	-	3	-
	*	1%	-	1%	1%	-	1%	-

Experian - Pocket Money Madness Survey 2016

Q11. Does your child save money for the things they want (e.g. a bike or a toy)?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, always	329	79	117	133	182	147	255	74	310	19
	21%	15%	23%	28%	23%	20%	24%	16%	22%	16%
Yes, sometimes	985	348	362	275	510	476	713	272	915	70
	64%	65%	69%	58%	64%	64%	66%	60%	64%	62%
No	197	99	37	61	85	112	99	98	177	19
	13%	18%	7%	13%	11%	15%	9%	22%	13%	17%
Don't know	22	13	6	4	16	6	12	10	16	6
	1%	2%	1%	1%	2%	1%	1%	2%	1%	5%
NETS										
Net: Yes	1314	427	479	408	692	623	968	346	1225	89
	86%	79%	92%	86%	87%	84%	90%	76%	86%	78%

Experian - Pocket Money Madness Survey 2016

Q11. Does your child save money for the things they want (e.g. a bike or a toy)?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes, always	329	79	51	27	63	16	74	5
	21%	15%	19%	10%	19%	7%	14%	17%
Yes, sometimes	985	348	168	181	223	125	329	19
	64%	65%	63%	66%	69%	58%	65%	66%
No	197	99	36	63	33	67	97	2
	13%	18%	14%	23%	10%	31%	19%	8%
Don't know	22	13	10	3	5	8	10	3
	1%	2%	4%	1%	2%	4%	2%	9%
NETS								
Net: Yes	1314	427	219	208	286	141	403	24
	86%	79%	82%	76%	88%	65%	79%	83%

Experian - Pocket Money Madness Survey 2016

Q11. Does your child save money for the things they want (e.g. a bike or a toy)?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes, always	329	117	65	53	95	22	112	5
	21%	23%	23%	22%	23%	22%	23%	15%
Yes, sometimes	985	362	200	162	296	66	339	23
	64%	69%	70%	69%	70%	65%	70%	62%
No	197	37	17	20	24	13	29	7
	13%	7%	6%	8%	6%	12%	6%	19%
Don't know	22	6	4	2	5	1	4	2
	1%	1%	1%	1%	1%	1%	1%	4%
NETS								
Net: Yes	1314	479	264	215	391	88	451	28
	86%	92%	93%	91%	93%	87%	93%	76%

Experian - Pocket Money Madness Survey 2016

Q11. Does your child save money for the things they want (e.g. a bike or a toy)?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes, always	329	133	66	67	97	36	124	8
	21%	28%	27%	29%	29%	26%	29%	17%
Yes, sometimes	985	275	142	133	194	81	247	29
	64%	58%	59%	58%	58%	59%	58%	59%
No	197	61	31	29	42	19	51	10
	13%	13%	13%	13%	12%	14%	12%	20%
Don't know	22	4	2	2	3	1	2	2
	1%	1%	1%	1%	1%	1%	*	4%
NETS								
Net: Yes	1314	408	208	200	291	117	371	37
	86%	86%	86%	87%	87%	85%	88%	76%

Experian - Pocket Money Madness Survey 2016

Q12. You said that your child saves money for the things they want. How long can your child stay focused on saving for something?

Base: All parents who say their child saves

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1311	395	469	447	686	625	953	358	1221	90
Weighted Total	1314	427	479	408	692	623	968	346	1225	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to 1 month	215	101	77	38	110	105	146	69	191	24
	16%	24%	16%	9%	16%	17%	15%	20%	16%	27%
More than 1 month, up to 3 months	369	140	127	102	215	154	304	65	342	27
	28%	33%	27%	25%	31%	25%	31%	19%	28%	30%
More than 3 months, up to 6 months	306	85	117	104	158	148	221	86	291	15
	23%	20%	24%	26%	23%	24%	23%	25%	24%	17%
More than 6 months, up to 1 year	194	44	77	74	91	104	143	52	185	10
	15%	10%	16%	18%	13%	17%	15%	15%	15%	11%
More than 1 year	130	30	41	59	66	64	86	44	125	5
	10%	7%	9%	14%	10%	10%	9%	13%	10%	6%
Don't know	99	27	41	31	51	48	67	32	91	8
	8%	6%	9%	8%	7%	8%	7%	9%	7%	9%
NETS										
Net: Up to 3 months	584	241	204	140	325	259	451	133	533	51
	44%	56%	43%	34%	47%	42%	47%	39%	44%	57%
Net: Up to 6 months	891	326	321	244	483	407	672	219	825	66
	68%	76%	67%	60%	70%	65%	69%	63%	67%	74%
Net: More than 6 months	324	74	118	133	157	168	229	95	309	15
	25%	17%	25%	33%	23%	27%	24%	27%	25%	17%

Experian - Pocket Money Madness Survey 2016

Q12. You said that your child saves money for the things they want. How long can your child stay focused on saving for something?

Base: All parents who say their child saves

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1311	395	202	193	262	133	373	22
Weighted Total	1314	427	219	208	286	141	403	24
	100%	100%	100%	100%	100%	100%	100%	100%
Up to 1 month	215	101	44	56	51	49	91	10
	16%	24%	20%	27%	18%	35%	22%	41%
More than 1 month, up to 3 months	369	140	91	49	109	31	134	6
	28%	33%	41%	24%	38%	22%	33%	27%
More than 3 months, up to 6 months	306	85	44	42	58	27	83	3
	23%	20%	20%	20%	20%	19%	21%	11%
More than 6 months, up to 1 year	194	44	16	28	31	13	41	3
	15%	10%	7%	13%	11%	9%	10%	11%
More than 1 year	130	30	12	19	19	11	28	3
	10%	7%	5%	9%	7%	8%	7%	11%
Don't know	99	27	13	14	18	9	27	-
	8%	6%	6%	7%	6%	6%	7%	-
NETS								
Net: Up to 3 months	584	241	135	106	160	80	224	16
	44%	56%	61%	51%	56%	57%	56%	68%
Net: Up to 6 months	891	326	178	147	218	108	307	19
	68%	76%	81%	71%	76%	76%	76%	79%
Net: More than 6 months	324	74	28	46	50	24	69	5
	25%	17%	13%	22%	17%	17%	17%	21%

Experian - Pocket Money Madness Survey 2016

Q12. You said that your child saves money for the things they want. How long can your child stay focused on saving for something?

Base: All parents who say their child saves

	AGE OF ELDEST CHILD 10-14									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1311	469	253	216	375	94	440	29		
Weighted Total	1314	479	264	215	391	88	451	28		
	100%	100%	100%	100%	100%	100%	100%	100%		
Up to 1 month	215	77	45	31	65	12	70	7		
	16%	16%	17%	15%	17%	14%	15%	25%		
More than 1 month, up to 3 months	369	127	72	55	118	9	118	9		
	28%	27%	27%	26%	30%	11%	26%	32%		
More than 3 months, up to 6 months	306	117	58	59	92	25	110	6		
	23%	24%	22%	27%	24%	28%	24%	23%		
More than 6 months, up to 1 year	194	77	43	33	61	15	75	1		
	15%	16%	16%	15%	16%	17%	17%	5%		
More than 1 year	130	41	24	17	26	15	39	2		
	10%	9%	9%	8%	7%	16%	9%	8%		
Don't know	99	41	22	19	29	12	39	2		
	8%	9%	8%	9%	7%	14%	9%	7%		
NETS										
Net: Up to 3 months	584	204	118	86	182	22	188	16		
	44%	43%	44%	40%	47%	24%	42%	57%		
Net: Up to 6 months	891	321	176	145	274	46	298	23		
	68%	67%	66%	68%	70%	52%	66%	80%		
Net: More than 6 months	324	118	67	50	88	30	114	4		
	25%	25%	25%	23%	22%	34%	25%	13%		

Experian - Pocket Money Madness Survey 2016

Q12. You said that your child saves money for the things they want. How long can your child stay focused on saving for something?

Base: All parents who say their child saves

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1311	447	231	216	316	131	408	39
Weighted Total	1314	408	208	200	291	117	371	37
	100%	100%	100%	100%	100%	100%	100%	100%
Up to 1 month	215	38	21	17	30	7	31	7
	16%	9%	10%	9%	10%	6%	8%	18%
More than 1 month, up to 3 months	369	102	52	50	78	24	90	11
	28%	25%	25%	25%	27%	21%	24%	31%
More than 3 months, up to 6 months	306	104	57	48	71	34	98	6
	23%	26%	27%	24%	24%	29%	26%	17%
More than 6 months, up to 1 year	194	74	31	43	51	23	68	6
	15%	18%	15%	21%	17%	20%	18%	16%
More than 1 year	130	59	31	28	41	18	58	1
	10%	14%	15%	14%	14%	15%	16%	2%
Don't know	99	31	16	15	20	11	25	6
	8%	8%	8%	7%	7%	9%	7%	16%
NETS								
Net: Up to 3 months	584	140	73	67	108	31	121	18
	44%	34%	35%	33%	37%	27%	33%	49%
Net: Up to 6 months	891	244	129	114	179	65	219	24
	68%	60%	62%	57%	61%	56%	59%	66%
Net: More than 6 months	324	133	62	71	92	41	126	7
	25%	33%	30%	35%	32%	35%	34%	18%

Experian - Pocket Money Madness Survey 2016

Q13. How would you rate your child's ability to manage their pocket money to buy the things that they want?

Base: All parents who give pocket money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1060	297	402	361	549	511	1060	-	982	78
Weighted Total	1079	324	419	335	563	516	1079	-	999	80
	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Very good (5)	231 21%	52 16%	85 20%	94 28%	127 23%	104 20%	231 21%	-	228 23%	3 4%
Fairly good (4)	568 53%	176 54%	230 55%	163 48%	292 52%	275 53%	568 53%	-	531 53%	37 47%
Neither good nor poor (3)	211 20%	84 26%	73 17%	54 16%	107 19%	104 20%	211 20%	-	184 18%	27 33%
Fairly poor (2)	59 5%	11 3%	29 7%	19 6%	30 5%	29 6%	59 5%	-	48 5%	12 15%
Very poor (1)	10 1%	2 1%	2 1%	6 2%	7 1%	3 1%	10 1%	-	9 1%	1 1%
NETS										
Net: good	799 74%	228 70%	315 75%	256 76%	419 75%	380 74%	799 74%	-	758 76%	41 51%
Net: poor	69 6%	13 4%	32 8%	25 7%	37 6%	32 6%	69 6%	-	56 6%	13 16%
Mean score	3.88	3.82	3.87	3.95	3.89	3.87	3.88	-	3.92	3.38
Standard deviation	.83	.76	.83	.91	.85	.82	.83	-	.82	.84
Standard error	.03	.04	.04	.05	.04	.04	.03	-	.03	.09

Experian - Pocket Money Madness Survey 2016

Q13. How would you rate your child's ability to manage their pocket money to buy the things that they want?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 5-9									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1060	297	157	140	297	-	281	16		
Weighted Total	1079	324	172	152	324	-	306	18		
	100%	100%	100%	100%	100%	-	100%	100%		
Very good (5)	231 21%	52 16%	24 14%	28 18%	52 16%	-	52 17%	-		
Fairly good (4)	568 53%	176 54%	101 59%	75 49%	176 54%	-	163 53%	12 69%		
Neither good nor poor (3)	211 20%	84 26%	42 24%	42 28%	84 26%	-	79 26%	5 26%		
Fairly poor (2)	59 5%	11 3%	3 2%	7 5%	11 3%	-	10 3%	1 5%		
Very poor (1)	10 1%	2 1%	2 1%	-	2 1%	-	2 1%	-		
NETS										
Net: good	799 74%	228 70%	125 73%	103 68%	228 70%	-	215 70%	12 69%		
Net: poor	69 6%	13 4%	5 3%	7 5%	13 4%	-	12 4%	1 5%		
Mean score	3.88	3.82	3.82	3.81	3.82	-	3.83	3.64		
Standard deviation	.83	.76	.73	.79	.76	-	.77	.59		
Standard error	.03	.04	.06	.07	.04	-	.05	.15		

Experian - Pocket Money Madness Survey 2016

Q13. How would you rate your child's ability to manage their pocket money to buy the things that they want?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 10-14									
	Total	GENDER				RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1060	402	210	192	402	-	371	31		
Weighted Total	1079	419	227	193	419	-	387	32		
	100%	100%	100%	100%	100%	-	100%	100%		
Very good (5)	231 21%	85 20%	50 22%	35 18%	85 20%	-	83 21%	2 7%		
Fairly good (4)	568 53%	230 55%	117 52%	113 59%	230 55%	-	218 56%	11 35%		
Neither good nor poor (3)	211 20%	73 17%	38 17%	35 18%	73 17%	-	62 16%	10 32%		
Fairly poor (2)	59 5%	29 7%	21 9%	8 4%	29 7%	-	22 6%	7 22%		
Very poor (1)	10 1%	2 1%	1 *	1 1%	2 1%	-	1 *	1 3%		
NETS										
Net: good	799 74%	315 75%	167 74%	148 77%	315 75%	-	301 78%	14 43%		
Net: poor	69 6%	32 8%	22 10%	10 5%	32 8%	-	23 6%	8 25%		
Mean score	3.88	3.87	3.86	3.90	3.87	-	3.93	3.21		
Standard deviation	.83	.83	.88	.76	.83	-	.79	.99		
Standard error	.03	.04	.06	.06	.04	-	.04	.18		

Experian - Pocket Money Madness Survey 2016

Q13. How would you rate your child's ability to manage their pocket money to buy the things that they want?

Base: All parents who give pocket money

	AGE OF ELDEST CHILD 15-18									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1060	361	182	179	361	-	330	31		
Weighted Total	1079	335	164	171	335	-	306	30		
	100%	100%	100%	100%	100%	-	100%	100%		
Very good (5)	231	94	53	41	94	-	92	1		
	21%	28%	32%	24%	28%	-	30%	4%		
Fairly good (4)	568	163	75	88	163	-	149	13		
	53%	48%	46%	51%	48%	-	49%	45%		
Neither good nor poor (3)	211	54	28	27	54	-	43	11		
	20%	16%	17%	16%	16%	-	14%	39%		
Fairly poor (2)	59	19	5	14	19	-	16	4		
	5%	6%	3%	8%	6%	-	5%	13%		
Very poor (1)	10	6	4	2	6	-	6	-		
	1%	2%	2%	1%	2%	-	2%	-		
NETS										
Net: good	799	256	127	129	256	-	242	14		
	74%	76%	78%	75%	76%	-	79%	49%		
Net: poor	69	25	9	16	25	-	21	4		
	6%	7%	6%	9%	7%	-	7%	13%		
Mean score	3.88	3.95	4.02	3.89	3.95	-	4.01	3.40		
Standard deviation	.83	.91	.91	.90	.91	-	.90	.77		
Standard error	.03	.05	.07	.07	.05	-	.05	.14		

Experian - Pocket Money Madness Survey 2016

Q14. To what extent, if at all, are you concerned or not about your child's future ability to manage their finances well when they become financially independent?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned	(4) 79 5%	40 7%	24 5%	16 3%	43 5%	37 5%	54 5%	26 6%	73 5%	6 6%
Somewhat concerned	(3) 491 32%	170 32%	155 30%	166 35%	261 33%	230 31%	342 32%	149 33%	438 31%	53 46%
Not very concerned	(2) 674 44%	231 43%	246 47%	197 42%	339 43%	336 45%	490 45%	185 41%	632 45%	42 37%
Not concerned at all	(1) 226 15%	68 13%	78 15%	81 17%	120 15%	107 14%	158 15%	69 15%	221 16%	6 5%
Don't know	61 4%	31 6%	18 3%	12 3%	30 4%	32 4%	35 3%	26 6%	55 4%	7 6%
NETS										
Net: Concerned	571 37%	210 39%	179 34%	182 39%	304 38%	267 36%	396 37%	175 38%	511 36%	59 52%
Net: Not concerned	901 59%	299 55%	324 62%	278 59%	459 58%	442 60%	648 60%	253 56%	853 60%	48 42%
Mean score	2.29	2.36	2.25	2.25	2.30	2.28	2.28	2.31	2.27	2.56
Standard deviation	.79	.81	.77	.78	.80	.78	.78	.81	.79	.69
Standard error	.02	.04	.03	.03	.03	.03	.02	.04	.02	.07

Experian - Pocket Money Madness Survey 2016

Q14. To what extent, if at all, are you concerned or not about your child's future ability to manage their finances well when they become financially independent?

Base: All parents

	AGE OF ELDEST CHILD 5-9									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	505	250	255	297	208	479	26		
Weighted Total	1533	539	266	274	324	215	511	29		
	100%	100%	100%	100%	100%	100%	100%	100%		
Very concerned	(4) 79 5%	40 7%	19 7%	21 8%	23 7%	17 8%	37 7%	3 10%		
Somewhat concerned	(3) 491 32%	170 32%	88 33%	82 30%	103 32%	67 31%	157 31%	13 44%		
Not very concerned	(2) 674 44%	231 43%	115 43%	117 43%	143 44%	88 41%	220 43%	11 37%		
Not concerned at all	(1) 226 15%	68 13%	33 13%	34 13%	39 12%	29 13%	68 13%	- -		
Don't know	61 4%	31 6%	12 4%	19 7%	17 5%	14 6%	29 6%	3 9%		
NETS										
Net: Concerned	571 37%	210 39%	106 40%	103 38%	125 39%	85 39%	194 38%	16 54%		
Net: Not concerned	901 59%	299 55%	148 56%	151 55%	182 56%	117 54%	288 56%	11 37%		
Mean score	2.29	2.36	2.36	2.35	2.35	2.36	2.34	2.71		
Standard deviation	.79	.81	.80	.82	.79	.83	.81	.67		
Standard error	.02	.04	.05	.05	.05	.06	.04	.14		

Experian - Pocket Money Madness Survey 2016

Q14. To what extent, if at all, are you concerned or not about your child's future ability to manage their finances well when they become financially independent?

Base: All parents

	AGE OF ELDEST CHILD 10-14									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	512	274	238	402	110	475	37		
Weighted Total	1533	521	285	236	419	102	484	37		
	100%	100%	100%	100%	100%	100%	100%	100%		
Very concerned	(4) 79 5%	24 5%	14 5%	10 4%	20 5%	4 4%	23 5%	2 4%		
Somewhat concerned	(3) 491 32%	155 30%	87 31%	68 29%	124 30%	31 30%	137 28%	18 48%		
Not very concerned	(2) 674 44%	246 47%	126 44%	121 51%	202 48%	45 44%	234 48%	12 33%		
Not concerned at all	(1) 226 15%	78 15%	45 16%	33 14%	62 15%	16 16%	75 16%	3 8%		
Don't know	61 4%	18 3%	13 5%	5 2%	11 3%	7 7%	15 3%	3 7%		
NETS										
Net: Concerned	571 37%	179 34%	101 35%	78 33%	144 34%	35 34%	160 33%	19 52%		
Net: Not concerned	901 59%	324 62%	171 60%	154 65%	264 63%	60 59%	309 64%	15 41%		
Mean score	2.29	2.25	2.26	2.24	2.25	2.24	2.23	2.52		
Standard deviation	.79	.77	.79	.75	.77	.78	.77	.72		
Standard error	.02	.03	.05	.05	.04	.08	.04	.12		

Experian - Pocket Money Madness Survey 2016

Q14. To what extent, if at all, are you concerned or not about your child's future ability to manage their finances well when they become financially independent?

Base: All parents

	AGE OF ELDEST CHILD 15-18									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	516	268	248	361	155	465	51		
Weighted Total	1533	472	241	231	335	137	424	48		
	100%	100%	100%	100%	100%	100%	100%	100%		
Very concerned	(4) 79 5%	16 3%	10 4%	5 2%	11 3%	5 3%	14 3%	2 4%		
Somewhat concerned	(3) 491 32%	166 35%	86 36%	80 35%	116 34%	51 37%	144 34%	22 46%		
Not very concerned	(2) 674 44%	197 42%	98 41%	99 43%	145 43%	52 38%	177 42%	20 41%		
Not concerned at all	(1) 226 15%	81 17%	41 17%	39 17%	57 17%	24 18%	78 18%	3 6%		
Don't know	61 4%	12 3%	5 2%	8 3%	7 2%	6 4%	11 3%	2 4%		
NETS										
Net: Concerned	571 37%	182 39%	96 40%	86 37%	127 38%	55 40%	158 37%	24 50%		
Net: Not concerned	901 59%	278 59%	140 58%	138 60%	202 60%	76 55%	256 60%	22 46%		
Mean score	2.29	2.25	2.28	2.23	2.25	2.27	2.23	2.50		
Standard deviation	.79	.78	.80	.76	.77	.80	.79	.67		
Standard error	.02	.03	.05	.05	.04	.07	.04	.10		

Experian - Pocket Money Madness Survey 2016

Q15. Do you believe your child's attitude towards money is influenced more by nature (their genes/qualities) or nurture (their personal experiences/environment)?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nature	193	60	63	70	99	94	147	45	176	17
	13%	11%	12%	15%	13%	13%	14%	10%	12%	15%
Nurture	537	192	188	157	290	248	363	175	504	33
	35%	36%	36%	33%	37%	33%	34%	38%	36%	29%
Both equally	674	231	236	207	337	336	489	185	628	46
	44%	43%	45%	44%	43%	45%	45%	41%	44%	40%
Don't know	129	57	35	38	66	63	80	50	111	19
	8%	10%	7%	8%	8%	9%	7%	11%	8%	17%

Experian - Pocket Money Madness Survey 2016

Q15. Do you believe your child's attitude towards money is influenced more by nature (their genes/qualities) or nurture (their personal experiences/environment)?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Nature	193	60	28	32	41	19	56	4
	13%	11%	10%	12%	13%	9%	11%	13%
Nurture	537	192	95	97	104	88	181	11
	35%	36%	36%	35%	32%	41%	35%	39%
Both equally	674	231	114	117	149	82	222	9
	44%	43%	43%	43%	46%	38%	43%	32%
Don't know	129	57	29	28	31	26	52	4
	8%	10%	11%	10%	10%	12%	10%	16%

Experian - Pocket Money Madness Survey 2016

Q15. Do you believe your child's attitude towards money is influenced more by nature (their genes/qualities) or nurture (their personal experiences/environment)?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Nature	193	63	32	31	51	12	60	2
	13%	12%	11%	13%	12%	11%	12%	6%
Nurture	537	188	110	79	144	45	177	11
	35%	36%	38%	33%	34%	44%	37%	30%
Both equally	674	236	122	113	199	37	218	18
	44%	45%	43%	48%	47%	36%	45%	48%
Don't know	129	35	21	13	26	9	29	6
	8%	7%	7%	6%	6%	9%	6%	15%

Experian - Pocket Money Madness Survey 2016

Q15. Do you believe your child's attitude towards money is influenced more by nature (their genes/qualities) or nurture (their personal experiences/environment)?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Nature	193	70	40	30	56	14	59	11
	13%	15%	16%	13%	17%	11%	14%	22%
Nurture	537	157	85	72	115	42	147	10
	35%	33%	35%	31%	34%	31%	35%	21%
Both equally	674	207	100	107	141	66	189	18
	44%	44%	42%	46%	42%	48%	45%	38%
Don't know	129	38	16	22	23	15	29	9
	8%	8%	7%	10%	7%	11%	7%	18%

Experian - Pocket Money Madness Survey 2016

Q16. Thinking generally about children aged 5-18, which of the following do you think has the greatest influence on a child's behaviours and attitudes to money? Please select your top 3 influences.

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Parents	1046	383	340	324	533	514	706	340	987	60
	68%	71%	65%	69%	67%	69%	65%	75%	70%	52%
Peers	681	213	246	222	339	342	473	209	635	47
	44%	39%	47%	47%	43%	46%	44%	46%	45%	41%
Television	376	151	138	88	177	199	253	124	346	30
	25%	28%	26%	19%	22%	27%	23%	27%	24%	27%
Technology (e.g. the use of online gaming apps)	326	95	124	106	198	128	239	87	294	32
	21%	18%	24%	23%	25%	17%	22%	19%	21%	28%
Siblings	264	75	100	89	133	131	202	62	248	16
	17%	14%	19%	19%	17%	18%	19%	14%	17%	14%
Society/Celebrities	218	57	73	88	98	120	149	69	196	21
	14%	11%	14%	19%	12%	16%	14%	15%	14%	19%
Teachers	155	89	39	26	82	73	113	42	147	7
	10%	17%	8%	5%	10%	10%	10%	9%	10%	6%
Other	18	5	10	3	8	10	10	8	18	-
	1%	1%	2%	1%	1%	1%	1%	2%	1%	-
None of the above	35	18	8	10	19	16	22	14	29	6
	2%	3%	1%	2%	2%	2%	2%	3%	2%	5%

Experian - Pocket Money Madness Survey 2016

Q16. Thinking generally about children aged 5-18, which of the following do you think has the greatest influence on a child's behaviours and attitudes to money? Please select your top 3 influences.

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Parents	1046	383	187	196	210	172	364	18
	68%	71%	70%	72%	65%	80%	71%	64%
Peers	681	213	99	113	125	87	202	10
	44%	39%	37%	41%	39%	41%	40%	35%
Television	376	151	62	89	89	62	142	9
	25%	28%	23%	33%	27%	29%	28%	33%
Technology (e.g. the use of online gaming apps)	326	95	58	37	60	35	93	2
	21%	18%	22%	14%	19%	16%	18%	8%
Siblings	264	75	38	37	54	21	71	4
	17%	14%	14%	14%	17%	10%	14%	13%
Society/Celebrities	218	57	24	33	34	23	52	4
	14%	11%	9%	12%	10%	11%	10%	15%
Teachers	155	89	50	40	59	30	85	5
	10%	17%	19%	15%	18%	14%	17%	16%
Other	18	5	3	2	3	2	5	-
	1%	1%	1%	1%	1%	1%	1%	-
None of the above	35	18	6	11	9	9	16	2
	2%	3%	2%	4%	3%	4%	3%	6%

Experian - Pocket Money Madness Survey 2016

Q16. Thinking generally about children aged 5-18, which of the following do you think has the greatest influence on a child's behaviours and attitudes to money? Please select your top 3 influences.

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Parents	1046	340	186	154	268	72	323	17
	68%	65%	65%	65%	64%	71%	67%	46%
Peers	681	246	123	123	197	49	233	14
	44%	47%	43%	52%	47%	48%	48%	37%
Television	376	138	70	68	106	31	127	11
	25%	26%	25%	29%	25%	31%	26%	29%
Technology (e.g. the use of online gaming apps)	326	124	83	41	103	21	107	17
	21%	24%	29%	18%	25%	21%	22%	45%
Siblings	264	100	56	44	81	19	96	4
	17%	19%	19%	19%	19%	19%	20%	10%
Society/Celebrities	218	73	25	48	54	19	65	8
	14%	14%	9%	20%	13%	19%	13%	21%
Teachers	155	39	22	18	32	7	39	-
	10%	8%	8%	7%	8%	7%	8%	-
Other	18	10	5	5	7	4	10	-
	1%	2%	2%	2%	2%	4%	2%	-
None of the above	35	8	6	2	6	2	4	3
	2%	1%	2%	1%	1%	2%	1%	9%

Experian - Pocket Money Madness Survey 2016

Q16. Thinking generally about children aged 5-18, which of the following do you think has the greatest influence on a child's behaviours and attitudes to money? Please select your top 3 influences.

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Parents	1046	324	160	164	228	96	299	24
	68%	69%	66%	71%	68%	70%	71%	50%
Peers	681	222	116	106	150	72	200	23
	44%	47%	48%	46%	45%	53%	47%	47%
Television	376	88	46	42	58	30	78	10
	25%	19%	19%	18%	17%	22%	18%	21%
Technology (e.g. the use of online gaming apps)	326	106	57	49	75	31	93	13
	21%	23%	24%	21%	23%	23%	22%	27%
Siblings	264	89	40	50	67	22	81	8
	17%	19%	16%	21%	20%	16%	19%	17%
Society/Celebrities	218	88	50	39	61	27	79	9
	14%	19%	21%	17%	18%	20%	19%	19%
Teachers	155	26	10	16	21	5	23	2
	10%	5%	4%	7%	6%	3%	6%	5%
Other	18	3	-	3	-	3	3	-
	1%	1%	-	1%	-	2%	1%	-
None of the above	35	10	7	3	7	3	9	1
	2%	2%	3%	1%	2%	2%	2%	2%

Experian - Pocket Money Madness Survey 2016

Q17. To the best of your knowledge, has your child received any financial education in their school?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	342	76	127	139	186	156	263	79	328	13
	22%	14%	24%	29%	23%	21%	24%	17%	23%	12%
No	748	308	249	191	375	373	523	225	686	62
	49%	57%	48%	40%	47%	50%	48%	50%	48%	54%
Don't know	443	155	145	143	231	212	293	150	404	39
	29%	29%	28%	30%	29%	29%	27%	33%	28%	34%

Experian - Pocket Money Madness Survey 2016

Q17. To the best of your knowledge, has your child received any financial education in their school?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	342	76	47	29	56	20	72	4
	22%	14%	18%	10%	17%	9%	14%	14%
No	748	308	148	161	175	133	293	16
	49%	57%	56%	59%	54%	62%	57%	55%
Don't know	443	155	71	84	93	62	146	9
	29%	29%	27%	31%	29%	29%	29%	31%

Experian - Pocket Money Madness Survey 2016

Q17. To the best of your knowledge, has your child received any financial education in their school?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	342	127	68	59	102	25	123	4
	22%	24%	24%	25%	24%	25%	25%	11%
No	748	249	131	118	210	39	227	22
	49%	48%	46%	50%	50%	38%	47%	59%
Don't know	443	145	85	60	107	38	134	11
	29%	28%	30%	25%	26%	37%	28%	30%

Experian - Pocket Money Madness Survey 2016

Q17. To the best of your knowledge, has your child received any financial education in their school?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	342	139	70	69	105	34	134	5
	22%	29%	29%	30%	31%	25%	32%	11%
No	748	191	96	95	138	53	167	24
	49%	40%	40%	41%	41%	39%	39%	50%
Don't know	443	143	75	68	93	50	124	19
	29%	30%	31%	29%	28%	36%	29%	39%

Experian - Pocket Money Madness Survey 2016

Q18. Do you try to take an active role in teaching your children how to manage money well?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	883	296	312	274	470	413	662	221	860	23
	58%	55%	60%	58%	59%	56%	61%	49%	61%	20%
Sometimes, but not as much as I would like	604	221	200	183	297	307	388	216	524	81
	39%	41%	38%	39%	38%	41%	36%	48%	37%	70%
No	46	22	9	15	25	21	29	17	35	11
	3%	4%	2%	3%	3%	3%	3%	4%	2%	9%
NETS										
Net: At least sometimes	1487	517	513	457	767	720	1050	437	1384	104
	97%	96%	98%	97%	97%	97%	97%	96%	98%	91%

Experian - Pocket Money Madness Survey 2016

Q18. Do you try to take an active role in teaching your children how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	883	296	156	140	199	97	287	9
	58%	55%	59%	51%	61%	45%	56%	31%
Sometimes, but not as much as I would like	604	221	95	126	114	107	206	16
	39%	41%	36%	46%	35%	50%	40%	54%
No	46	22	15	7	11	11	18	4
	3%	4%	6%	3%	4%	5%	4%	15%
NETS								
Net: At least sometimes	1487	517	251	266	313	205	493	25
	97%	96%	94%	97%	96%	95%	96%	85%

Experian - Pocket Money Madness Survey 2016

Q18. Do you try to take an active role in teaching your children how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	883	312	170	142	262	50	302	10
	58%	60%	60%	60%	63%	49%	62%	27%
Sometimes, but not as much as I would like	604	200	110	91	151	49	175	26
	39%	38%	38%	38%	36%	48%	36%	69%
No	46	9	5	3	6	3	7	2
	3%	2%	2%	1%	1%	3%	1%	4%
NETS								
Net: At least sometimes	1487	513	280	233	414	99	477	36
	97%	98%	98%	99%	99%	97%	99%	96%

Experian - Pocket Money Madness Survey 2016

Q18. Do you try to take an active role in teaching your children how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	883	274	144	130	200	74	270	4
	58%	58%	60%	56%	60%	54%	64%	8%
Sometimes, but not as much as I would like	604	183	92	91	123	60	144	39
	39%	39%	38%	39%	37%	44%	34%	81%
No	46	15	5	10	12	3	10	5
	3%	3%	2%	4%	3%	2%	2%	11%
NETS								
Net: At least sometimes	1487	457	236	221	324	134	414	43
	97%	97%	98%	96%	97%	98%	98%	89%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	640	223	206	211	318	322	406	234	550	90
Weighted Total	650	243	209	198	322	328	417	233	559	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	237 36%	67 27%	84 40%	85 43%	113 35%	123 38%	159 38%	78 33%	206 37%	31 34%
I do not think my children are old enough yet	231 35%	153 63%	61 29%	17 8%	114 35%	117 36%	116 28%	115 49%	217 39%	14 15%
Lack of resources to help teach my child	85 13%	31 13%	18 9%	37 19%	38 12%	48 15%	59 14%	27 11%	68 12%	17 19%
Lack of confidence about financial issues	79 12%	25 10%	26 12%	27 14%	48 15%	30 9%	51 12%	28 12%	50 9%	28 31%
Lack of knowledge about financial issues	75 11%	16 7%	25 12%	33 17%	40 12%	35 11%	48 11%	27 12%	41 7%	33 37%
I think schools should teach this instead	62 9%	14 6%	26 13%	21 11%	32 10%	30 9%	54 13%	8 3%	49 9%	13 14%
Other	37 6%	4 1%	11 5%	22 11%	15 5%	21 7%	22 5%	14 6%	34 6%	3 3%
NETS										
Net: Lack of confidence OR knowledge	125 19%	32 13%	43 20%	51 26%	73 23%	52 16%	83 20%	42 18%	79 14%	46 50%
Net: Lack of resources, confidence or knowledge	198 30%	57 24%	60 29%	81 41%	103 32%	95 29%	137 33%	61 26%	139 25%	60 65%
Net: Lack of confidence AND knowledge	28 4%	10 4%	9 4%	10 5%	15 5%	13 4%	15 4%	13 6%	12 2%	16 17%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	640	223	206	211	318	322	406	234	550	90
Weighted Total	650	243	209	198	322	328	417	233	559	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	3	-	3	3	3	2	4	3	3
	1%	1%	-	2%	1%	1%	*	2%	1%	3%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	640	223	102	121	112	111	206	17
Weighted Total	650	243	110	133	125	118	224	20
	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	237	67	31	36	36	31	57	10
	36%	27%	28%	27%	29%	26%	25%	51%
I do not think my children are old enough yet	231	153	67	86	67	86	146	7
	35%	63%	61%	65%	53%	73%	65%	35%
Lack of resources to help teach my child	85	31	10	21	16	15	27	4
	13%	13%	9%	16%	13%	13%	12%	18%
Lack of confidence about financial issues	79	25	13	13	17	8	17	8
	12%	10%	12%	9%	14%	7%	8%	41%
Lack of knowledge about financial issues	75	16	7	9	10	7	10	6
	11%	7%	6%	7%	8%	6%	5%	30%
I think schools should teach this instead	62	14	6	9	11	3	13	1
	9%	6%	5%	7%	9%	3%	6%	8%
Other	37	4	2	2	3	1	3	1
	6%	1%	1%	2%	2%	1%	1%	4%
NETS								
Net: Lack of confidence OR knowledge	125	32	16	16	22	9	22	10
	19%	13%	14%	12%	18%	8%	10%	49%
Net: Lack of resources, confidence or knowledge	198	57	23	34	37	21	46	11
	30%	24%	21%	26%	29%	18%	21%	58%
Net: Lack of confidence AND knowledge	28	10	4	6	4	6	6	4
	4%	4%	4%	4%	3%	5%	2%	22%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	640	223	102	121	112	111	206	17
Weighted Total	650	243	110	133	125	118	224	20
	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	3	1	2	-	3	1	2
	1%	1%	1%	1%	-	2%	*	9%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	AGE OF ELDEST CHILD 10-14									
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
	Total	Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	640	206	111	95	152	54	179	27		
Weighted Total	650	209	115	94	157	52	182	27		
	100%	100%	100%	100%	100%	100%	100%	100%		
Lack of time to teach them	237	84	44	41	64	21	75	9		
	36%	40%	38%	43%	40%	40%	41%	34%		
I do not think my children are old enough yet	231	61	37	24	37	24	57	4		
	35%	29%	32%	25%	24%	46%	31%	14%		
Lack of resources to help teach my child	85	18	8	10	16	2	14	4		
	13%	9%	7%	10%	10%	4%	8%	15%		
Lack of confidence about financial issues	79	26	19	7	21	5	19	7		
	12%	12%	16%	8%	13%	10%	10%	26%		
Lack of knowledge about financial issues	75	25	15	11	20	6	13	12		
	11%	12%	13%	11%	12%	11%	7%	44%		
I think schools should teach this instead	62	26	15	11	26	1	19	7		
	9%	13%	13%	12%	16%	1%	11%	25%		
Other	37	11	7	5	6	5	11	-		
	6%	5%	6%	5%	4%	10%	6%	-		
NETS										
Net: Lack of confidence OR knowledge	125	43	27	16	33	10	29	14		
	19%	20%	23%	17%	21%	19%	16%	51%		
Net: Lack of resources, confidence or knowledge	198	60	35	25	48	11	43	17		
	30%	29%	31%	26%	31%	22%	23%	63%		
Net: Lack of confidence AND knowledge	28	9	6	2	7	1	3	5		
	4%	4%	6%	2%	5%	3%	2%	19%		

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	640	206	111	95	152	54	179	27
Weighted Total	650	209	115	94	157	52	182	27
	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	640	211	105	106	142	69	165	46
Weighted Total	650	198	97	101	135	63	153	44
	100%	100%	100%	100%	100%	100%	100%	100%
Lack of time to teach them	237	85	38	47	59	27	74	12
	36%	43%	40%	46%	44%	42%	48%	26%
I do not think my children are old enough yet	231	17	10	7	11	5	14	3
	35%	8%	10%	7%	9%	8%	9%	7%
Lack of resources to help teach my child	85	37	19	17	27	9	27	9
	13%	19%	20%	17%	20%	15%	18%	21%
Lack of confidence about financial issues	79	27	17	10	13	14	14	13
	12%	14%	18%	10%	10%	22%	9%	30%
Lack of knowledge about financial issues	75	33	18	15	19	14	18	15
	11%	17%	19%	15%	14%	23%	11%	35%
I think schools should teach this instead	62	21	11	10	17	4	17	5
	9%	11%	12%	10%	12%	7%	11%	10%
Other	37	22	7	15	13	8	19	2
	6%	11%	7%	15%	10%	13%	13%	5%
NETS								
Net: Lack of confidence OR knowledge	125	51	30	20	28	22	28	22
	19%	26%	31%	20%	21%	36%	18%	50%
Net: Lack of resources, confidence or knowledge	198	81	45	36	52	29	50	31
	30%	41%	46%	36%	38%	46%	33%	70%
Net: Lack of confidence AND knowledge	28	10	5	5	4	6	3	6
	4%	5%	5%	5%	3%	9%	2%	14%

Experian - Pocket Money Madness Survey 2016

Q19. What factors prevent you from taking a more active role in teaching your children how to manage money well?

Base: All parents who could take a more active role in teaching child to manage money

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	640	211	105	106	142	69	165	46
Weighted Total	650	198	97	101	135	63	153	44
	100%	100%	100%	100%	100%	100%	100%	100%
Net: Lack of resources AND confidence AND knowledge	6	3	2	1	2	1	2	1
	1%	2%	2%	1%	2%	2%	1%	2%

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No	
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114	
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
3	(3)	52 3%	21 4%	15 3%	15 3%	30 4%	22 3%	27 2%	25 6%	44 3%	7 6%
4	(4)	38 2%	17 3%	14 3%	7 1%	23 3%	15 2%	23 2%	15 3%	37 3%	1 1%
5	(5)	187 12%	80 15%	53 10%	54 11%	93 12%	94 13%	132 12%	54 12%	176 12%	10 9%
6	(6)	147 10%	70 13%	35 7%	41 9%	72 9%	74 10%	109 10%	38 8%	136 10%	11 9%
7	(7)	161 11%	76 14%	41 8%	44 9%	79 10%	82 11%	106 10%	55 12%	146 10%	15 13%
8	(8)	176 12%	64 12%	65 12%	48 10%	87 11%	90 12%	118 11%	59 13%	168 12%	9 8%
9	(9)	93 6%	37 7%	36 7%	20 4%	44 6%	49 7%	69 6%	24 5%	85 6%	8 7%
10	(10)	275 18%	81 15%	108 21%	86 18%	149 19%	126 17%	206 19%	69 15%	260 18%	15 13%
11	(11)	125 8%	45 8%	35 7%	45 10%	66 8%	60 8%	88 8%	37 8%	115 8%	11 9%
12	(12)	116 8%	22 4%	49 9%	45 10%	56 7%	59 8%	80 7%	36 8%	107 8%	9 8%
13	(13)	68 4%	16 3%	30 6%	23 5%	40 5%	28 4%	55 5%	13 3%	61 4%	7 6%
14	(14)	44 3%	6 1%	20 4%	18 4%	23 3%	21 3%	30 3%	14 3%	38 3%	6 5%
15	(15)	20 1%	2 *	11 2%	8 2%	11 1%	9 1%	13 1%	7 2%	17 1%	4 3%
16	(16)	15 1%	2 *	7 1%	7 1%	11 1%	4 1%	11 1%	4 1%	14 1%	1 1%
17	(17)	6 *	- -	1 *	5 1%	3 *	3 *	5 *	2 *	6 *	- -

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18	10	2	2	6	5	4	8	2	9	1
(18)	1%	*	*	1%	1%	1%	1%	*	1%	1%
NETS										
Net: 0-4	89	38	29	22	53	37	49	40	82	8
	6%	7%	6%	5%	7%	5%	5%	9%	6%	7%
Net: 5-7	494	226	130	139	244	251	347	147	458	36
	32%	42%	25%	30%	31%	34%	32%	32%	32%	32%
Net: 8-10	544	182	209	154	280	265	392	153	512	32
	36%	34%	40%	33%	35%	36%	36%	34%	36%	28%
Net: 11-13	309	83	114	113	162	147	223	86	283	27
	20%	15%	22%	24%	20%	20%	21%	19%	20%	23%
Net: 14-16	80	9	38	33	45	35	54	25	69	10
	5%	2%	7%	7%	6%	5%	5%	6%	5%	9%
Net: 17-18	16	2	3	11	9	7	12	3	15	1
	1%	*	1%	2%	1%	1%	1%	1%	1%	1%
Mean score	8.70	7.90	9.10	9.18	8.77	8.64	8.81	8.44	8.68	8.98
Standard deviation	3.07	2.71	3.06	3.28	3.15	2.99	3.05	3.12	3.05	3.35
Standard error	.08	.12	.14	.14	.11	.11	.09	.14	.08	.31
Mean score	6.70	5.90	7.10	7.18	6.77	6.64	6.81	6.44	6.68	6.98

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

		AGE OF ELDEST CHILD 5-9							
		GENDER				RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		Total	Male	Female	Yes	No	Yes	No	
Unweighted Total		1533	505	250	255	297	208	479	26
Weighted Total		1533	539	266	274	324	215	511	29
		100%	100%	100%	100%	100%	100%	100%	100%
3	(3)	52 3%	21 4%	13 5%	8 3%	7 2%	14 6%	19 4%	2 6%
4	(4)	38 2%	17 3%	12 4%	5 2%	11 3%	6 3%	17 3%	- -
5	(5)	187 12%	80 15%	36 14%	43 16%	56 17%	24 11%	74 15%	5 18%
6	(6)	147 10%	70 13%	40 15%	31 11%	48 15%	22 10%	66 13%	4 13%
7	(7)	161 11%	76 14%	39 15%	37 13%	43 13%	32 15%	72 14%	4 14%
8	(8)	176 12%	64 12%	28 10%	36 13%	34 11%	30 14%	63 12%	1 3%
9	(9)	93 6%	37 7%	15 6%	22 8%	22 7%	15 7%	35 7%	2 9%
10	(10)	275 18%	81 15%	40 15%	40 15%	46 14%	35 16%	79 15%	2 8%
11	(11)	125 8%	45 8%	20 8%	25 9%	24 7%	21 10%	41 8%	4 14%
12	(12)	116 8%	22 4%	10 4%	12 4%	9 3%	13 6%	20 4%	2 6%
13	(13)	68 4%	16 3%	6 2%	9 3%	13 4%	2 1%	15 3%	1 3%
14	(14)	44 3%	6 1%	3 1%	2 1%	4 1%	2 1%	4 1%	2 6%
15	(15)	20 1%	2 *	2 1%	- -	1 *	1 *	2 *	- -
16	(16)	15 1%	2 *	2 1%	- -	2 1%	- -	2 *	- -
17	(17)	6 *	- -	- -	- -	- -	- -	- -	- -

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 5-9								
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
			Male	Female	Yes	No	Yes	No	
Unweighted Total	1533	505	250	255	297	208	479	26	
Weighted Total	1533	539	266	274	324	215	511	29	
	100%	100%	100%	100%	100%	100%	100%	100%	
18	(18)	2	-	2	2	-	2	-	
	1%	*	-	1%	1%	-	*	-	
NETS									
Net: 0-4	89	38	25	14	19	20	37	2	
	6%	7%	9%	5%	6%	9%	7%	6%	
Net: 5-7	494	226	115	111	148	78	212	13	
	32%	42%	43%	41%	46%	36%	42%	45%	
Net: 8-10	544	182	83	99	102	80	177	5	
	36%	34%	31%	36%	32%	37%	35%	19%	
Net: 11-13	309	83	37	46	47	36	76	7	
	20%	15%	14%	17%	14%	17%	15%	23%	
Net: 14-16	80	9	7	2	7	2	7	2	
	5%	2%	3%	1%	2%	1%	1%	6%	
Net: 17-18	16	2	-	2	2	-	2	-	
	1%	*	-	1%	1%	-	*	-	
Mean score	8.70	7.90	7.76	8.04	7.89	7.93	7.89	8.14	
Standard deviation	3.07	2.71	2.76	2.67	2.78	2.62	2.69	3.13	
Standard error	.08	.12	.17	.17	.16	.18	.12	.61	
Mean score	6.70	5.90	5.76	6.04	5.89	5.93	5.89	6.14	

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 10-14									
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY				
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	512	274	238	402	110	475	37		
Weighted Total	1533	521	285	236	419	102	484	37		
	100%	100%	100%	100%	100%	100%	100%	100%		
3	(3)	52 3%	15 3%	8 3%	7 3%	12 3%	3 3%	12 2%	4 10%	
4	(4)	38 2%	14 3%	7 2%	7 3%	7 2%	7 6%	13 3%	1 2%	
5	(5)	187 12%	53 10%	24 8%	29 12%	39 9%	14 14%	52 11%	1 2%	
6	(6)	147 10%	35 7%	11 4%	24 10%	31 7%	4 4%	33 7%	2 5%	
7	(7)	161 11%	41 8%	24 8%	18 7%	34 8%	7 7%	35 7%	6 17%	
8	(8)	176 12%	65 12%	38 13%	27 11%	50 12%	14 14%	60 12%	4 12%	
9	(9)	93 6%	36 7%	22 8%	14 6%	32 8%	3 3%	32 7%	4 10%	
10	(10)	275 18%	108 21%	66 23%	42 18%	96 23%	13 13%	102 21%	6 17%	
11	(11)	125 8%	35 7%	20 7%	15 6%	28 7%	7 7%	33 7%	2 4%	
12	(12)	116 8%	49 9%	23 8%	25 11%	38 9%	11 10%	45 9%	4 11%	
13	(13)	68 4%	30 6%	20 7%	9 4%	25 6%	5 5%	28 6%	2 4%	
14	(14)	44 3%	20 4%	11 4%	9 4%	13 3%	8 7%	19 4%	1 2%	
15	(15)	20 1%	11 2%	6 2%	5 2%	7 2%	4 4%	9 2%	2 5%	
16	(16)	15 1%	7 1%	4 1%	3 1%	5 1%	2 2%	7 1%	- -	
17	(17)	6 *	1 *	- -	1 *	- -	1 1%	1 *	- -	

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 10-14									
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY				
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	512	274	238	402	110	475	37		
Weighted Total	1533	521	285	236	419	102	484	37		
	100%	100%	100%	100%	100%	100%	100%	100%		
18	(18) 10	2	-	2	2	-	2	-		
	1%	*	-	1%	*	-	*	-		
NETS										
Net: 0-4	89	29	15	14	20	10	25	4		
	6%	6%	5%	6%	5%	9%	5%	12%		
Net: 5-7	494	130	59	71	105	25	121	9		
	32%	25%	21%	30%	25%	24%	25%	24%		
Net: 8-10	544	209	126	83	178	30	194	14		
	36%	40%	44%	35%	42%	30%	40%	39%		
Net: 11-13	309	114	64	50	91	23	106	7		
	20%	22%	22%	21%	22%	22%	22%	19%		
Net: 14-16	80	38	22	16	24	13	35	3		
	5%	7%	8%	7%	6%	13%	7%	7%		
Net: 17-18	16	3	-	3	2	1	3	-		
	1%	1%	-	1%	*	1%	1%	-		
Mean score	8.70	9.10	9.29	8.87	9.09	9.15	9.13	8.79		
Standard deviation	3.07	3.06	2.94	3.19	2.93	3.55	3.06	3.16		
Standard error	.08	.14	.18	.21	.15	.34	.14	.52		
Mean score	6.70	7.10	7.29	6.87	7.09	7.15	7.13	6.79		

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 15-18									
	Total	GENDER				RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	516	268	248	361	155	465	51		
Weighted Total	1533	472	241	231	335	137	424	48		
	100%	100%	100%	100%	100%	100%	100%	100%		
3	(3)	52 3%	15 3%	9 4%	7 3%	7 2%	8 6%	13 3%	2 4%	
4	(4)	38 2%	7 1%	4 2%	3 1%	4 1%	3 2%	7 2%	- -	
5	(5)	187 12%	54 11%	32 13%	21 9%	37 11%	17 12%	50 12%	4 9%	
6	(6)	147 10%	41 9%	22 9%	19 8%	29 9%	12 9%	36 8%	5 11%	
7	(7)	161 11%	44 9%	16 7%	28 12%	29 9%	15 11%	40 9%	5 10%	
8	(8)	176 12%	48 10%	21 9%	26 11%	33 10%	15 11%	44 10%	4 8%	
9	(9)	93 6%	20 4%	7 3%	13 6%	14 4%	6 4%	18 4%	2 4%	
10	(10)	275 18%	86 18%	43 18%	43 19%	64 19%	22 16%	79 19%	7 14%	
11	(11)	125 8%	45 10%	25 11%	20 9%	36 11%	9 7%	40 10%	5 10%	
12	(12)	116 8%	45 10%	23 9%	22 10%	32 10%	12 9%	42 10%	3 6%	
13	(13)	68 4%	23 5%	13 5%	10 4%	17 5%	5 4%	18 4%	5 10%	
14	(14)	44 3%	18 4%	8 3%	10 4%	13 4%	5 4%	15 4%	3 7%	
15	(15)	20 1%	8 2%	3 1%	5 2%	6 2%	2 2%	6 1%	2 4%	
16	(16)	15 1%	7 1%	5 2%	2 1%	4 1%	2 2%	6 1%	1 2%	
17	(17)	6 *	5 1%	3 1%	2 1%	5 1%	1 *	5 1%	- -	

Experian - Pocket Money Madness Survey 2016

Q20. At what age do you think it would be best to begin teaching children about how to manage money well?

Base: All parents

	AGE OF ELDEST CHILD 15-18									
	Total	GENDER				RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	516	268	248	361	155	465	51		
Weighted Total	1533	472	241	231	335	137	424	48		
	100%	100%	100%	100%	100%	100%	100%	100%		
18	(18) 10	6	5	1	4	2	5	1		
	1%	1%	2%	*	1%	1%	1%	2%		
NETS										
Net: 0-4	89	22	13	9	11	11	20	2		
	6%	5%	5%	4%	3%	8%	5%	4%		
Net: 5-7	494	139	71	69	95	44	125	14		
	32%	30%	29%	30%	28%	32%	30%	30%		
Net: 8-10	544	154	71	82	111	42	141	12		
	36%	33%	30%	36%	33%	31%	33%	26%		
Net: 11-13	309	113	61	52	86	27	100	13		
	20%	24%	25%	22%	26%	20%	24%	26%		
Net: 14-16	80	33	17	16	23	10	27	6		
	5%	7%	7%	7%	7%	7%	6%	13%		
Net: 17-18	16	11	9	3	9	2	10	1		
	1%	2%	4%	1%	3%	2%	2%	2%		
Mean score	8.70	9.18	9.26	9.09	9.37	8.72	9.13	9.63		
Standard deviation	3.07	3.28	3.51	3.03	3.23	3.39	3.25	3.53		
Standard error	.08	.14	.21	.19	.17	.27	.15	.49		
Mean score	6.70	7.18	7.26	7.09	7.37	6.72	7.13	7.63		

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	511	484	424	733	685	999	420	1419	-
	93%	95%	93%	90%	93%	92%	93%	92%	100%	-
No	114	29	37	48	59	56	80	35	-	114
	7%	5%	7%	10%	7%	8%	7%	8%	-	100%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	511	254	257	306	205	511	-
	93%	95%	96%	94%	94%	95%	100%	-
No	114	29	12	17	18	11	-	29
	7%	5%	4%	6%	6%	5%	-	100%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	484	263	222	387	97	484	-
	93%	93%	92%	94%	92%	95%	100%	-
No	114	37	22	15	32	5	-	37
	7%	7%	8%	6%	8%	5%	-	100%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	424	217	207	306	118	424	-
	93%	90%	90%	90%	91%	86%	100%	-
No	114	48	24	24	30	19	-	48
	7%	10%	10%	10%	9%	14%	-	100%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	5-9					5-9 MALES					5-9 FEMALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	187	36	20	5	223	97	20	12	4	117	90	16	8	1	106
Weighted Total	1533	208	42	21	6	250	107	23	13	5	130	101	19	9	1	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	193	41	21	6	234	101	23	13	5	125	91	18	9	1	109
	93%	93%	98%	100%	100%	94%	95%	100%	100%	100%	96%	90%	96%	100%	100%	91%
No	114	15	1	-	-	16	6	-	-	-	6	10	1	-	-	10
	7%	7%	2%	-	-	6%	5%	-	-	-	4%	10%	4%	-	-	9%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					10-14					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	174	35	20	5	209	13	1	-	-	14	256	66	41	8	322
Weighted Total	1533	193	41	21	6	234	15	1	-	-	16	268	67	43	10	335
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
Yes	1419	193	41	21	6	234	-	-	-	-	-	247	63	41	10	310
	93%	100%	100%	100%	100%	100%	-	-	-	-	-	92%	95%	96%	100%	93%
No	114	-	-	-	-	-	15	1	-	-	16	21	4	2	-	25
	7%	-	-	-	-	-	100%	100%	-	-	100%	8%	5%	4%	-	7%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	10-14 MALES					10-14 FEMALES					10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	135	32	21	3	167	121	34	20	5	155	236	62	39	8	298
Weighted Total	1533	146	33	24	4	179	122	34	20	6	156	247	63	41	10	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	135	29	23	4	164	112	34	19	6	146	247	63	41	10	310
	93%	92%	89%	97%	100%	92%	92%	100%	95%	100%	94%	100%	100%	100%	100%	100%
No	114	12	4	1	-	15	10	-	1	-	10	-	-	-	-	-
	7%	8%	11%	3%	-	8%	8%	-	5%	-	6%	-	-	-	-	-

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					15-18					15-18 MALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	20	4	2	-	24	172	112	50	11	284	93	51	24	4	144
Weighted Total	1533	21	4	2	-	25	163	101	48	10	264	85	44	24	4	129
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	-	-	-	-	-	150	94	43	8	244	76	43	20	3	118
	93%	-	-	-	-	-	92%	93%	88%	75%	92%	89%	96%	84%	79%	92%
No	114	21	4	2	-	25	13	7	6	3	20	9	2	4	1	11
	7%	100%	100%	100%	-	100%	8%	7%	12%	25%	8%	11%	4%	16%	21%	8%

Experian - Pocket Money Madness Survey 2016

Q21. Do you feel confident in your own abilities to teach your children about money management as they grow up?

Base: All parents

	15-18 FEMALES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	79	61	26	7	140	159	105	43	8	264	13	7	7	3	20
Weighted Total	1533	78	56	25	7	135	150	94	43	8	244	13	7	6	3	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1419	74	51	23	5	126	150	94	43	8	244	-	-	-	-	-
	93%	95%	91%	92%	74%	93%	100%	100%	100%	100%	100%	-	-	-	-	-
No	114	4	5	2	2	9	-	-	-	-	-	13	7	6	3	20
	7%	5%	9%	8%	26%	7%	-	-	-	-	-	100%	100%	100%	100%	100%

Experian - Pocket Money Madness Survey 2016

Q22. Which of the following factors, if any, mean you do not feel confident on this issue?

Base: All parents who do not feel confident in their abilities to teach their child money management

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	114	26	37	51	59	55	78	36	-	114
Weighted Total	114	29	37	48	59	56	80	35	-	114
	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
Lack of time to teach them	30	7	12	11	14	16	22	8	-	30
	26%	25%	33%	22%	24%	29%	27%	25%	-	26%
Lack of knowledge about financial issues	64	18	17	28	30	34	44	20	-	64
	56%	63%	47%	59%	51%	61%	55%	57%	-	56%
Lack of confidence about financial issues	56	14	17	25	34	22	33	22	-	56
	49%	49%	46%	51%	58%	39%	42%	65%	-	49%
Other	7	2	5	1	2	5	5	2	-	7
	6%	6%	12%	2%	3%	10%	7%	5%	-	6%

Experian - Pocket Money Madness Survey 2016

Q22. Which of the following factors, if any, mean you do not feel confident on this issue?

Base: All parents who do not feel confident in their abilities to teach their child money management

	AGE OF ELDEST CHILD 5-9							
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
	Total	Total	Male	Female	Yes	No	Yes	No
Unweighted Total	114	26	11	15	16	10	-	26
Weighted Total	114	29	12	17	18	11	-	29
	100%	100%	100%	100%	100%	100%	-	100%
Lack of time to teach them	30	7	3	4	4	3	-	7
	26%	25%	27%	24%	22%	30%	-	25%
Lack of knowledge about financial issues	64	18	7	11	14	4	-	18
	56%	63%	58%	67%	77%	41%	-	63%
Lack of confidence about financial issues	56	14	5	9	7	7	-	14
	49%	49%	45%	51%	37%	68%	-	49%
Other	7	2	-	2	2	-	-	2
	6%	6%	-	9%	9%	-	-	6%

Experian - Pocket Money Madness Survey 2016

Q22. Which of the following factors, if any, mean you do not feel confident on this issue?

Base: All parents who do not feel confident in their abilities to teach their child money management

	AGE OF ELDEST CHILD 10-14							
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
	Total	Total	Male	Female	Yes	No	Yes	No
Unweighted Total	114	37	22	15	31	6	-	37
Weighted Total	114	37	22	15	32	5	-	37
	100%	100%	100%	100%	100%	100%	-	100%
Lack of time to teach them	30	12	8	5	10	2	-	12
	26%	33%	34%	32%	32%	41%	-	33%
Lack of knowledge about financial issues	64	17	11	7	14	4	-	17
	56%	47%	47%	46%	43%	73%	-	47%
Lack of confidence about financial issues	56	17	13	4	14	3	-	17
	49%	46%	60%	26%	43%	68%	-	46%
Other	7	5	1	4	4	1	-	5
	6%	12%	4%	25%	12%	16%	-	12%

Experian - Pocket Money Madness Survey 2016

Q22. Which of the following factors, if any, mean you do not feel confident on this issue?

Base: All parents who do not feel confident in their abilities to teach their child money management

	AGE OF ELDEST CHILD 15-18							
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
	Total	Total	Male	Female	Yes	No	Yes	No
Unweighted Total	114	51	26	25	31	20	-	51
Weighted Total	114	48	24	24	30	19	-	48
	100%	100%	100%	100%	100%	100%	-	100%
Lack of time to teach them	30	11	3	7	8	3	-	11
	26%	22%	14%	30%	26%	17%	-	22%
Lack of knowledge about financial issues	64	28	12	16	17	12	-	28
	56%	59%	52%	66%	56%	63%	-	59%
Lack of confidence about financial issues	56	25	15	9	13	12	-	25
	49%	51%	63%	39%	44%	62%	-	51%
Other	7	1	1	-	-	1	-	1
	6%	2%	3%	-	-	4%	-	2%

Experian - Pocket Money Madness Survey 2016

Q23. Do you feel your child currently receives enough support to learn how to manage money well in school?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	277	90	98	89	159	118	225	52	269	8
	18%	17%	19%	19%	20%	16%	21%	11%	19%	7%
Some, but they could receive more support	534	184	203	147	270	264	394	140	498	36
	35%	34%	39%	31%	34%	36%	37%	31%	35%	31%
No, they need to receive a lot more support	402	131	124	147	197	205	271	131	359	43
	26%	24%	24%	31%	25%	28%	25%	29%	25%	37%
Don't know	320	135	97	89	166	154	189	131	292	28
	21%	25%	19%	19%	21%	21%	18%	29%	21%	24%
NET: Could receive more	936	315	327	294	467	469	665	271	858	79
	61%	58%	63%	62%	59%	63%	62%	60%	60%	69%

Experian - Pocket Money Madness Survey 2016

Q23. Do you feel your child currently receives enough support to learn how to manage money well in school?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	277	90	49	41	63	27	88	2
	18%	17%	19%	15%	20%	12%	17%	6%
Some, but they could receive more support	534	184	85	99	122	62	174	10
	35%	34%	32%	36%	38%	29%	34%	35%
No, they need to receive a lot more support	402	131	69	62	72	58	122	9
	26%	24%	26%	23%	22%	27%	24%	31%
Don't know	320	135	63	72	66	68	127	8
	21%	25%	24%	26%	20%	32%	25%	27%
NET: Could receive more	936	315	154	161	195	120	296	19
	61%	58%	58%	59%	60%	56%	58%	66%

Experian - Pocket Money Madness Survey 2016

Q23. Do you feel your child currently receives enough support to learn how to manage money well in school?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	277	98	55	43	85	12	97	1
	18%	19%	19%	18%	20%	12%	20%	2%
Some, but they could receive more support	534	203	109	94	168	34	189	14
	35%	39%	38%	40%	40%	34%	39%	37%
No, they need to receive a lot more support	402	124	61	63	98	27	110	14
	26%	24%	22%	26%	23%	26%	23%	38%
Don't know	320	97	60	37	68	29	88	8
	21%	19%	21%	16%	16%	28%	18%	23%
NET: Could receive more	936	327	171	156	266	61	299	28
	61%	63%	60%	66%	63%	60%	62%	75%

Experian - Pocket Money Madness Survey 2016

Q23. Do you feel your child currently receives enough support to learn how to manage money well in school?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	277	89	55	34	76	13	84	5
	18%	19%	23%	15%	23%	9%	20%	11%
Some, but they could receive more support	534	147	76	71	103	44	135	12
	35%	31%	32%	31%	31%	32%	32%	25%
No, they need to receive a lot more support	402	147	66	81	101	46	128	19
	26%	31%	28%	35%	30%	34%	30%	40%
Don't know	320	89	43	45	54	34	77	11
	21%	19%	18%	20%	16%	25%	18%	24%
NET: Could receive more	936	294	143	152	205	90	263	31
	61%	62%	59%	66%	61%	66%	62%	65%

Experian - Pocket Money Madness Survey 2016

Q24. Does your child currently use any apps that teach them about how to manage money?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	23	7	11	5	13	10	19	4	20	3
	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%
No	1340	501	459	380	688	651	935	405	1251	89
	87%	93%	88%	80%	87%	88%	87%	89%	88%	78%
Don't know	171	31	52	87	91	80	126	45	148	23
	11%	6%	10%	19%	11%	11%	12%	10%	10%	20%

Experian - Pocket Money Madness Survey 2016

Q24. Does your child currently use any apps that teach them about how to manage money?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	23	7	7	-	5	2	7	-
	1%	1%	3%	-	1%	1%	1%	-
No	1340	501	239	262	296	205	477	24
	87%	93%	90%	96%	91%	95%	93%	82%
Don't know	171	31	20	11	24	8	26	5
	11%	6%	7%	4%	7%	3%	5%	18%

Experian - Pocket Money Madness Survey 2016

Q24. Does your child currently use any apps that teach them about how to manage money?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	23	11	4	7	11	-	9	2
	1%	2%	1%	3%	3%	-	2%	4%
No	1340	459	254	205	364	95	426	33
	87%	88%	89%	87%	87%	93%	88%	88%
Don't know	171	52	28	24	45	7	49	3
	11%	10%	10%	10%	11%	7%	10%	7%

Experian - Pocket Money Madness Survey 2016

Q24. Does your child currently use any apps that teach them about how to manage money?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	23	5	2	3	3	2	4	1
	1%	1%	1%	1%	1%	1%	1%	2%
No	1340	380	196	184	275	105	347	32
	87%	80%	81%	80%	82%	77%	82%	67%
Don't know	171	87	43	45	57	30	72	15
	11%	19%	18%	19%	17%	22%	17%	32%

Experian - Pocket Money Madness Survey 2016

Q25. How many people under the age of 18 live in your household?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1) 637 42%	236 44%	196 38%	205 43%	320 40%	317 43%	428 40%	209 46%	592 42%	45 40%
2	(2) 635 41%	238 44%	219 42%	178 38%	330 42%	305 41%	469 43%	166 37%	593 42%	42 37%
3	(3) 191 12%	46 9%	81 16%	64 14%	106 13%	85 11%	130 12%	61 13%	174 12%	17 15%
4	(4) 48 3%	14 3%	17 3%	17 4%	25 3%	24 3%	37 3%	11 2%	40 3%	8 7%
5	(5) 14 1%	4 1%	5 1%	5 1%	6 1%	8 1%	10 1%	4 1%	12 1%	3 2%
6	(6) 5 *	1 *	2 *	3 1%	3 *	2 *	3 *	2 *	5 *	- -
Don't know	3 *	- -	2 *	1 *	3 *	- -	2 *	1 *	3 *	- -
Mean score	1.81	1.73	1.89	1.83	1.83	1.80	1.83	1.77	1.80	1.96
Standard deviation	.88	.80	.89	.94	.87	.88	.87	.89	.86	1.01
Standard error	.02	.04	.04	.04	.03	.03	.03	.04	.02	.10

Experian - Pocket Money Madness Survey 2016

Q25. How many people under the age of 18 live in your household?

Base: All parents

	AGE OF ELDEST CHILD 5-9									
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
			Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	505	250	255	297	208	479	26		
Weighted Total	1533	539	266	274	324	215	511	29		
	100%	100%	100%	100%	100%	100%	100%	100%		
1	(1)	637	236	121	115	143	93	224	12	
		42%	44%	45%	42%	44%	43%	44%	43%	
2	(2)	635	238	115	124	152	87	226	12	
		41%	44%	43%	45%	47%	40%	44%	43%	
3	(3)	191	46	23	23	16	30	42	4	
		12%	9%	8%	9%	5%	14%	8%	15%	
4	(4)	48	14	5	9	10	4	14	-	
		3%	3%	2%	3%	3%	2%	3%	-	
5	(5)	14	4	1	2	2	1	4	-	
		1%	1%	*	1%	1%	1%	1%	-	
6	(6)	5	1	1	-	-	1	1	-	
		*	*	*	-	-	*	*	-	
Don't know		3	-	-	-	-	-	-	-	
		*	-	-	-	-	-	-	-	
Mean score		1.81	1.73	1.70	1.76	1.69	1.78	1.73	1.72	
Standard deviation		.88	.80	.80	.81	.77	.85	.81	.72	
Standard error		.02	.04	.05	.05	.04	.06	.04	.14	

Experian - Pocket Money Madness Survey 2016

Q25. How many people under the age of 18 live in your household?

Base: All parents

	AGE OF ELDEST CHILD 10-14									
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY				
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	512	274	238	402	110	475	37		
Weighted Total	1533	521	285	236	419	102	484	37		
	100%	100%	100%	100%	100%	100%	100%	100%		
1	(1) 637 42%	196 38%	95 33%	101 43%	153 36%	43 43%	181 37%	15 41%		
2	(2) 635 41%	219 42%	122 43%	96 41%	179 43%	40 39%	207 43%	12 33%		
3	(3) 191 12%	81 16%	52 18%	29 12%	67 16%	14 14%	75 15%	6 17%		
4	(4) 48 3%	17 3%	13 4%	4 2%	14 3%	3 3%	14 3%	3 9%		
5	(5) 14 1%	5 1%	1 *	4 2%	3 1%	2 2%	5 1%	- -		
6	(6) 5 *	2 *	- -	2 1%	2 *	- -	2 *	- -		
Don't know	3 *	2 *	2 1%	- -	2 *	- -	2 *	- -		
Mean score	1.81	1.89	1.95	1.81	1.90	1.83	1.88	1.94		
Standard deviation	.88	.89	.85	.93	.89	.91	.88	.98		
Standard error	.02	.04	.05	.06	.04	.09	.04	.16		

Experian - Pocket Money Madness Survey 2016

Q25. How many people under the age of 18 live in your household?

Base: All parents

	AGE OF ELDEST CHILD 15-18									
	Total	GENDER				RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	516	268	248	361	155	465	51		
Weighted Total	1533	472	241	231	335	137	424	48		
	100%	100%	100%	100%	100%	100%	100%	100%		
1	(1) 637 42%	205 43%	104 43%	101 44%	132 39%	73 53%	187 44%	18 36%		
2	(2) 635 41%	178 38%	93 38%	85 37%	137 41%	40 29%	160 38%	17 36%		
3	(3) 191 12%	64 14%	31 13%	33 14%	46 14%	18 13%	57 14%	6 13%		
4	(4) 48 3%	17 4%	7 3%	10 4%	14 4%	3 2%	12 3%	4 9%		
5	(5) 14 1%	5 1%	4 2%	2 1%	4 1%	1 1%	3 1%	3 5%		
6	(6) 5 *	3 1%	2 1%	1 *	2 *	1 1%	3 1%	- -		
Don't know	3 *	1 *	1 *	- -	- -	1 1%	1 *	- -		
Mean score	1.81	1.83	1.83	1.83	1.88	1.69	1.80	2.11		
Standard deviation	.88	.94	.95	.92	.94	.92	.90	1.17		
Standard error	.02	.04	.06	.06	.05	.07	.04	.16		

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	266	285	241	792	-	563	229	733	59
	52%	49%	55%	51%	100%	-	52%	51%	52%	51%
Female	741	274	236	231	-	741	516	225	685	56
	48%	51%	45%	49%	-	100%	48%	49%	48%	49%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	266	266	-	172	94	254	12
	52%	49%	100%	-	53%	44%	50%	42%
Female	741	274	-	274	152	121	257	17
	48%	51%	-	100%	47%	56%	50%	58%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	285	285	-	227	58	263	22
	52%	55%	100%	-	54%	57%	54%	60%
Female	741	236	-	236	193	44	222	15
	48%	45%	-	100%	46%	43%	46%	40%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	241	241	-	164	77	217	24
	52%	51%	100%	-	49%	56%	51%	50%
Female	741	231	-	231	171	60	207	24
	48%	49%	-	100%	51%	44%	49%	50%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	5-9					5-9 MALES					5-9 FEMALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	187	36	20	5	223	97	20	12	4	117	90	16	8	1	106
Weighted Total	1533	208	42	21	6	250	107	23	13	5	130	101	19	9	1	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	107	23	13	5	130	107	23	13	5	130	-	-	-	-	-
	52%	51%	56%	59%	80%	52%	100%	100%	100%	100%	100%	-	-	-	-	-
Female	741	101	19	9	1	120	-	-	-	-	-	101	19	9	1	120
	48%	49%	44%	41%	20%	48%	-	-	-	-	-	100%	100%	100%	100%	100%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					5-9 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					10-14					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	174	35	20	5	209	13	1	-	-	14	256	66	41	8	322
Weighted Total	1533	193	41	21	6	234	15	1	-	-	16	268	67	43	10	335
	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
Male	792	101	23	13	5	125	6	-	-	-	6	146	33	24	4	179
	52%	53%	57%	59%	80%	53%	38%	-	-	-	36%	55%	49%	55%	40%	53%
Female	741	91	18	9	1	109	10	1	-	-	10	122	34	20	6	156
	48%	47%	43%	41%	20%	47%	62%	100%	-	-	64%	45%	51%	45%	60%	47%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	10-14 MALES					10-14 FEMALES					10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	135	32	21	3	167	121	34	20	5	155	236	62	39	8	298
Weighted Total	1533	146	33	24	4	179	122	34	20	6	156	247	63	41	10	310
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	146	33	24	4	179	-	-	-	-	-	135	29	23	4	164
	52%	100%	100%	100%	100%	100%	-	-	-	-	-	55%	46%	55%	40%	53%
Female	741	-	-	-	-	-	122	34	20	6	156	112	34	19	6	146
	48%	-	-	-	-	-	100%	100%	100%	100%	100%	45%	54%	45%	60%	47%

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	10-14 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					15-18					15-18 MALES					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	20	4	2	-	24	172	112	50	11	284	93	51	24	4	144
Weighted Total	1533	21	4	2	-	25	163	101	48	10	264	85	44	24	4	129
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	12	4	1	-	15	85	44	24	4	129	85	44	24	4	129
	52%	54%	100%	42%	-	61%	52%	44%	49%	35%	49%	100%	100%	100%	100%	100%
Female	741	10	-	1	-	10	78	56	25	7	135	-	-	-	-	-
	48%	46%	-	58%	-	39%	48%	56%	51%	65%	51%	-	-	-	-	-

Experian - Pocket Money Madness Survey 2016

Q26. What is the gender of your oldest child aged 18 or under?

Base: All parents

	15-18 FEMALES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - YES					15-18 PARENTS CONFIDENCE IN TEACHING ABOUT MONEY - NO					
	HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					HOW FREQUENTLY DOES YOUR CHILD RECEIVE POCKET MONEY					
	Total	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month	Once a week	Once a month	When they ask for it	Topping up via prepaid debit card	Once a week + once a month
Unweighted Total	1533	79	61	26	7	140	159	105	43	8	264	13	7	7	3	20
Weighted Total	1533	78	56	25	7	135	150	94	43	8	244	13	7	6	3	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	792	-	-	-	-	-	76	43	20	3	118	9	2	4	1	11
	52%	-	-	-	-	-	51%	45%	47%	36%	49%	68%	27%	65%	30%	54%
Female	741	78	56	25	7	135	74	51	23	5	126	4	5	2	2	9
	48%	100%	100%	100%	100%	100%	49%	55%	53%	64%	51%	32%	73%	35%	70%	46%

Experian - Pocket Money Madness Survey 2016

Q27. Which of the following regions do you live in?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Scotland	138 9%	47 9%	55 10%	37 8%	74 9%	64 9%	86 8%	52 11%	127 9%	11 9%
North East	61 4%	21 4%	22 4%	19 4%	34 4%	27 4%	49 5%	12 3%	53 4%	8 7%
North West	184 12%	66 12%	63 12%	55 12%	104 13%	79 11%	131 12%	53 12%	171 12%	13 12%
Yorkshire & Humberside	138 9%	45 8%	43 8%	50 11%	71 9%	67 9%	101 9%	37 8%	127 9%	11 10%
West Midlands	123 8%	34 6%	45 9%	43 9%	63 8%	60 8%	82 8%	41 9%	116 8%	6 6%
East Midlands	123 8%	47 9%	43 8%	32 7%	70 9%	53 7%	90 8%	33 7%	116 8%	7 6%
Wales	77 5%	31 6%	24 5%	22 5%	33 4%	43 6%	59 6%	17 4%	72 5%	5 4%
Eastern	123 8%	37 7%	38 7%	47 10%	59 7%	64 9%	80 7%	43 9%	109 8%	13 12%
London	199 13%	88 16%	63 12%	48 10%	104 13%	95 13%	156 14%	43 10%	186 13%	14 12%
South East	230 15%	78 15%	85 16%	67 14%	111 14%	119 16%	148 14%	82 18%	212 15%	18 16%
South West	138 9%	45 8%	41 8%	51 11%	68 9%	70 9%	97 9%	41 9%	130 9%	8 7%

Experian - Pocket Money Madness Survey 2016

Q27. Which of the following regions do you live in?

Base: All parents

	AGE OF ELDEST CHILD 5-9								
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
			Male	Female	Yes	No	Yes	No	
Unweighted Total	1533	505	250	255	297	208	479	26	
Weighted Total	1533	539	266	274	324	215	511	29	
	100%	100%	100%	100%	100%	100%	100%	100%	
Scotland	138	47	26	21	24	23	43	4	
	9%	9%	10%	8%	7%	10%	8%	15%	
North East	61	21	7	14	14	6	18	3	
	4%	4%	2%	5%	4%	3%	4%	9%	
North West	184	66	40	26	37	29	63	3	
	12%	12%	15%	9%	11%	14%	12%	11%	
Yorkshire & Humberside	138	45	27	18	33	13	43	2	
	9%	8%	10%	7%	10%	6%	8%	8%	
West Midlands	123	34	13	21	19	15	32	2	
	8%	6%	5%	8%	6%	7%	6%	6%	
East Midlands	123	47	28	20	29	18	46	2	
	8%	9%	10%	7%	9%	8%	9%	6%	
Wales	77	31	13	18	22	9	29	2	
	5%	6%	5%	7%	7%	4%	6%	6%	
Eastern	123	37	16	21	23	14	33	4	
	8%	7%	6%	8%	7%	7%	7%	14%	
London	199	88	42	46	60	28	85	2	
	13%	16%	16%	17%	18%	13%	17%	8%	
South East	230	78	34	45	39	39	73	5	
	15%	15%	13%	16%	12%	18%	14%	17%	
South West	138	45	22	24	24	21	45	-	
	9%	8%	8%	9%	7%	10%	9%	-	

Experian - Pocket Money Madness Survey 2016

Q27. Which of the following regions do you live in?

Base: All parents

	AGE OF ELDEST CHILD 10-14									
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY				
		Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	512	274	238	402	110	475	37		
Weighted Total	1533	521	285	236	419	102	484	37		
	100%	100%	100%	100%	100%	100%	100%	100%		
Scotland	138	55	28	26	35	20	51	3		
	9%	10%	10%	11%	8%	19%	11%	8%		
North East	61	22	18	4	19	3	21	1		
	4%	4%	6%	2%	5%	3%	4%	3%		
North West	184	63	32	31	54	9	57	6		
	12%	12%	11%	13%	13%	9%	12%	17%		
Yorkshire & Humberside	138	43	17	26	37	6	41	2		
	9%	8%	6%	11%	9%	6%	9%	5%		
West Midlands	123	45	31	14	36	9	44	2		
	8%	9%	11%	6%	9%	9%	9%	5%		
East Midlands	123	43	23	20	33	10	43	-		
	8%	8%	8%	9%	8%	9%	9%	-		
Wales	77	24	10	13	24	-	24	-		
	5%	5%	4%	6%	6%	-	5%	-		
Eastern	123	38	24	14	27	11	34	4		
	8%	7%	8%	6%	6%	11%	7%	12%		
London	199	63	36	27	55	8	58	5		
	13%	12%	13%	11%	13%	8%	12%	14%		
South East	230	85	43	42	68	17	76	8		
	15%	16%	15%	18%	16%	17%	16%	22%		
South West	138	41	23	19	32	9	36	5		
	9%	8%	8%	8%	8%	9%	7%	14%		

Experian - Pocket Money Madness Survey 2016

Q27. Which of the following regions do you live in?

Base: All parents

	AGE OF ELDEST CHILD 15-18									
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
	Total	Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	516	268	248	361	155	465	51		
Weighted Total	1533	472	241	231	335	137	424	48		
	100%	100%	100%	100%	100%	100%	100%	100%		
Scotland	138	37	20	17	27	10	33	3		
	9%	8%	8%	7%	8%	7%	8%	7%		
North East	61	19	9	9	16	3	14	4		
	4%	4%	4%	4%	5%	2%	3%	9%		
North West	184	55	32	23	41	14	51	4		
	12%	12%	13%	10%	12%	11%	12%	8%		
Yorkshire & Humberside	138	50	27	22	32	18	43	7		
	9%	11%	11%	10%	9%	13%	10%	15%		
West Midlands	123	43	19	24	26	17	40	3		
	8%	9%	8%	10%	8%	12%	9%	6%		
East Midlands	123	32	19	13	27	5	27	5		
	8%	7%	8%	6%	8%	4%	6%	11%		
Wales	77	22	11	12	14	8	19	3		
	5%	5%	4%	5%	4%	6%	5%	6%		
Eastern	123	47	19	28	30	18	42	5		
	8%	10%	8%	12%	9%	13%	10%	11%		
London	199	48	26	22	42	7	42	6		
	13%	10%	11%	10%	12%	5%	10%	12%		
South East	230	67	35	32	41	25	63	4		
	15%	14%	15%	14%	12%	19%	15%	9%		
South West	138	51	24	28	40	12	49	3		
	9%	11%	10%	12%	12%	8%	12%	6%		

Experian - Pocket Money Madness Survey 2016

Q28. What is the combined annual income of your household, prior to tax being deducted?

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to £7,000	22 1%	10 2%	7 1%	5 1%	7 1%	15 2%	9 1%	12 3%	21 1%	1 1%
£7,001 to £14,000	131 9%	51 9%	44 9%	35 7%	68 9%	63 8%	98 9%	33 7%	111 8%	20 17%
£14,001 to £21,000	167 11%	66 12%	52 10%	49 10%	94 12%	73 10%	99 9%	68 15%	153 11%	14 13%
£21,001 to £28,000	180 12%	63 12%	59 11%	58 12%	85 11%	96 13%	126 12%	54 12%	156 11%	25 22%
£28,001 to £34,000	149 10%	42 8%	60 12%	46 10%	86 11%	62 8%	106 10%	43 10%	138 10%	10 9%
£34,001 to £41,000	156 10%	51 9%	61 12%	44 9%	81 10%	75 10%	118 11%	38 8%	148 10%	7 7%
£41,001 to £48,000	133 9%	59 11%	45 9%	29 6%	72 9%	60 8%	102 9%	31 7%	125 9%	8 7%
£48,001 to £55,000	108 7%	38 7%	35 7%	35 7%	55 7%	53 7%	80 7%	28 6%	99 7%	9 7%
£55,001 to £62,000	79 5%	23 4%	26 5%	30 6%	47 6%	32 4%	60 6%	19 4%	77 5%	3 2%
£62,001 to £69,000	54 4%	14 3%	20 4%	20 4%	29 4%	25 3%	37 3%	17 4%	50 4%	4 3%
£69,001 to £76,000	56 4%	18 3%	22 4%	16 3%	29 4%	27 4%	41 4%	15 3%	54 4%	2 1%
£76,001 to £83,000	37 2%	21 4%	8 2%	8 2%	19 2%	18 2%	27 3%	10 2%	36 3%	1 1%
£83,001 or more	121 8%	35 7%	38 7%	48 10%	63 8%	58 8%	88 8%	33 7%	117 8%	5 4%
Prefer not to answer	140 9%	49 9%	42 8%	50 11%	56 7%	85 11%	88 8%	52 11%	134 9%	6 6%

Experian - Pocket Money Madness Survey 2016

Q28. What is the combined annual income of your household, prior to tax being deducted?

Base: All parents

	AGE OF ELDEST CHILD 5-9							
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
	Total	Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Up to £7,000	22	10	3	6	2	8	10	-
	1%	2%	1%	2%	1%	4%	2%	-
£7,001 to £14,000	131	51	24	27	36	15	43	8
	9%	9%	9%	10%	11%	7%	8%	28%
£14,001 to £21,000	167	66	40	26	32	34	63	3
	11%	12%	15%	10%	10%	16%	12%	12%
£21,001 to £28,000	180	63	33	30	38	25	58	5
	12%	12%	12%	11%	12%	12%	11%	18%
£28,001 to £34,000	149	42	21	21	24	18	40	2
	10%	8%	8%	8%	8%	8%	8%	8%
£34,001 to £41,000	156	51	20	31	34	17	49	2
	10%	9%	7%	11%	10%	8%	10%	5%
£41,001 to £48,000	133	59	27	31	41	17	57	2
	9%	11%	10%	11%	13%	8%	11%	6%
£48,001 to £55,000	108	38	20	18	25	13	36	2
	7%	7%	7%	7%	8%	6%	7%	8%
£55,001 to £62,000	79	23	13	10	13	10	22	1
	5%	4%	5%	4%	4%	5%	4%	2%
£62,001 to £69,000	54	14	8	6	9	6	14	-
	4%	3%	3%	2%	3%	3%	3%	-
£69,001 to £76,000	56	18	8	10	11	7	17	1
	4%	3%	3%	4%	3%	3%	3%	3%
£76,001 to £83,000	37	21	12	9	11	9	19	1
	2%	4%	4%	3%	3%	4%	4%	5%
£83,001 or more	121	35	15	21	21	15	35	1
	8%	7%	6%	8%	6%	7%	7%	3%
Prefer not to answer	140	49	23	26	28	20	48	1
	9%	9%	8%	10%	9%	9%	9%	3%

Experian - Pocket Money Madness Survey 2016

Q28. What is the combined annual income of your household, prior to tax being deducted?

Base: All parents

	AGE OF ELDEST CHILD 10-14									
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
	Total	Total	Male	Female	Yes	No	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37		
Weighted Total	1533	521	285	236	419	102	484	37		
	100%	100%	100%	100%	100%	100%	100%	100%		
Up to £7,000	22	7	2	5	4	2	6	1		
	1%	1%	1%	2%	1%	2%	1%	2%		
£7,001 to £14,000	131	44	30	14	37	7	38	7		
	9%	9%	11%	6%	9%	7%	8%	18%		
£14,001 to £21,000	167	52	31	21	38	14	49	3		
	11%	10%	11%	9%	9%	14%	10%	9%		
£21,001 to £28,000	180	59	30	29	46	13	49	10		
	12%	11%	11%	12%	11%	13%	10%	28%		
£28,001 to £34,000	149	60	33	27	46	14	58	3		
	10%	12%	12%	11%	11%	14%	12%	7%		
£34,001 to £41,000	156	61	37	25	51	10	58	3		
	10%	12%	13%	10%	12%	10%	12%	8%		
£41,001 to £48,000	133	45	28	17	39	7	42	3		
	9%	9%	10%	7%	9%	6%	9%	9%		
£48,001 to £55,000	108	35	16	19	29	6	34	2		
	7%	7%	6%	8%	7%	6%	7%	4%		
£55,001 to £62,000	79	26	16	11	21	5	26	-		
	5%	5%	6%	5%	5%	5%	5%	-		
£62,001 to £69,000	54	20	10	10	16	4	18	2		
	4%	4%	3%	4%	4%	4%	4%	5%		
£69,001 to £76,000	56	22	12	10	18	4	22	-		
	4%	4%	4%	4%	4%	4%	5%	-		
£76,001 to £83,000	37	8	4	4	8	1	8	-		
	2%	2%	1%	2%	2%	1%	2%	-		
£83,001 or more	121	38	21	18	32	6	36	2		
	8%	7%	7%	7%	8%	6%	7%	5%		
Prefer not to answer	140	42	15	27	33	9	40	2		
	9%	8%	5%	11%	8%	9%	8%	5%		

Experian - Pocket Money Madness Survey 2016

Q28. What is the combined annual income of your household, prior to tax being deducted?

Base: All parents

	AGE OF ELDEST CHILD 15-18									
			GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY			
	Total	Total	Male	Female	Yes	No	Yes	No		
Unweighted Total	1533	516	268	248	361	155	465	51		
Weighted Total	1533	472	241	231	335	137	424	48		
	100%	100%	100%	100%	100%	100%	100%	100%		
Up to £7,000	22	5	1	4	3	2	5	-		
	1%	1%	1%	2%	1%	2%	1%	-		
£7,001 to £14,000	131	35	14	21	25	11	30	5		
	9%	7%	6%	9%	7%	8%	7%	11%		
£14,001 to £21,000	167	49	23	25	29	20	41	8		
	11%	10%	10%	11%	9%	14%	10%	16%		
£21,001 to £28,000	180	58	21	37	42	16	49	9		
	12%	12%	9%	16%	12%	12%	12%	19%		
£28,001 to £34,000	149	46	32	14	35	11	40	6		
	10%	10%	13%	6%	10%	8%	10%	12%		
£34,001 to £41,000	156	44	24	19	33	11	41	3		
	10%	9%	10%	8%	10%	8%	10%	6%		
£41,001 to £48,000	133	29	17	12	22	7	26	3		
	9%	6%	7%	5%	7%	5%	6%	6%		
£48,001 to £55,000	108	35	20	15	25	9	30	5		
	7%	7%	8%	6%	7%	7%	7%	10%		
£55,001 to £62,000	79	30	19	11	26	4	28	2		
	5%	6%	8%	5%	8%	3%	7%	4%		
£62,001 to £69,000	54	20	12	8	12	8	18	2		
	4%	4%	5%	4%	4%	6%	4%	4%		
£69,001 to £76,000	56	16	9	7	12	4	15	1		
	4%	3%	4%	3%	3%	3%	4%	2%		
£76,001 to £83,000	37	8	3	5	8	-	8	-		
	2%	2%	1%	2%	2%	-	2%	-		
£83,001 or more	121	48	28	20	36	12	46	2		
	8%	10%	11%	9%	11%	9%	11%	4%		
Prefer not to answer	140	50	19	31	27	22	46	4		
	9%	11%	8%	13%	8%	16%	11%	8%		

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
	Total	5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	176	60	74	42	82	94	128	48	163	13
	11%	11%	14%	9%	10%	13%	12%	11%	11%	12%
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	348	150	109	88	180	168	240	108	313	35
	23%	28%	21%	19%	23%	23%	22%	24%	22%	31%
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	386	138	128	120	200	186	271	115	366	20
	25%	26%	25%	25%	25%	25%	25%	25%	26%	18%
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	388	115	131	141	209	178	285	102	367	20
	25%	21%	25%	30%	26%	24%	26%	23%	26%	18%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
	Total	5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	123 8%	40 7%	39 8%	44 9%	61 8%	62 8%	89 8%	34 8%	112 8%	12 10%
Student	1 *	-	-	1 *	-	1 *	-	1 *	1 *	-
Casual worker - not in permanent employment	6 *	1 *	3 1%	2 *	4 1%	2 *	4 *	2 1%	5 *	1 1%
Housewife/ Homemaker	43 3%	19 4%	16 3%	7 2%	22 3%	21 3%	26 2%	17 4%	36 3%	6 6%
Retired and living on state pension	7 *	2 *	2 *	2 1%	3 *	4 1%	4 *	3 1%	7 *	1 *
Unemployed or not working due to long-term sickness	33 2%	9 2%	10 2%	14 3%	17 2%	16 2%	21 2%	13 3%	30 2%	3 3%
Full-time carer of other household member	10 1%	-	5 1%	5 1%	7 1%	3 *	6 1%	4 1%	9 1%	1 1%
Other	12 1%	4 1%	3 1%	5 1%	6 1%	7 1%	6 1%	6 1%	11 1%	2 1%
NETS										
Net: ABC1	898 59%	293 54%	299 57%	306 65%	471 59%	427 58%	645 60%	252 56%	845 60%	52 46%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: C2DE	635	246	223	167	321	314	434	202	573	62
	41%	46%	43%	35%	41%	42%	40%	44%	40%	54%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	176	60	21	39	37	23	58	2
	11%	11%	8%	14%	12%	11%	11%	5%
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	348	150	76	74	86	64	135	15
	23%	28%	29%	27%	27%	30%	27%	51%
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	386	138	72	66	85	53	135	3
	25%	26%	27%	24%	26%	24%	26%	12%
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	388	115	59	57	80	35	110	5
	25%	21%	22%	21%	25%	16%	22%	16%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	123	40	18	22	19	21	37	3
	8%	7%	7%	8%	6%	10%	7%	11%
Student	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Casual worker - not in permanent employment	6	1	1	-	1	-	1	-
	*	*	*	-	*	-	*	-
Housewife/ Homemaker	43	19	11	8	8	11	18	1
	3%	4%	4%	3%	3%	5%	4%	3%
Retired and living on state pension	7	2	1	2	2	1	2	-
	*	*	*	1%	*	*	*	-
Unemployed or not working due to long-term sickness	33	9	6	3	5	4	9	-
	2%	2%	2%	1%	2%	2%	2%	-
Full-time carer of other household member	10	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-
Other	12	4	2	2	-	4	4	-
	1%	1%	1%	1%	-	2%	1%	-
NETS								
Net: ABC1	898	293	149	145	185	109	282	11
	59%	54%	56%	53%	57%	51%	55%	40%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
Net: C2DE	635	246	117	129	140	107	229	17
	41%	46%	44%	47%	43%	49%	45%	60%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	176	74	41	33	61	13	69	5
	11%	14%	14%	14%	15%	13%	14%	14%
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	348	109	56	53	89	20	98	11
	23%	21%	20%	22%	21%	20%	20%	29%
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	386	128	72	56	102	26	122	6
	25%	25%	25%	24%	24%	26%	25%	17%
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	388	131	76	55	106	25	123	8
	25%	25%	27%	23%	25%	25%	25%	21%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	123	39	20	20	33	7	37	3
	8%	8%	7%	8%	8%	6%	8%	7%
Student	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-
Casual worker - not in permanent employment	6	3	1	2	3	-	3	-
	*	1%	*	1%	1%	-	1%	-
Housewife/ Homemaker	43	16	9	7	12	3	12	4
	3%	3%	3%	3%	3%	3%	2%	10%
Retired and living on state pension	7	2	1	1	2	1	2	1
	*	*	*	*	*	1%	*	2%
Unemployed or not working due to long-term sickness	33	10	2	8	7	3	10	-
	2%	2%	1%	3%	2%	3%	2%	-
Full-time carer of other household member	10	5	5	-	3	2	5	-
	1%	1%	2%	-	1%	2%	1%	-
Other	12	3	2	1	2	1	3	-
	1%	1%	1%	1%	1%	1%	1%	-
NETS								
Net: ABC1	898	299	167	132	240	58	282	17
	59%	57%	59%	56%	57%	57%	58%	45%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
Net: C2DE	635	223	118	105	179	43	202	20
	41%	43%	41%	44%	43%	43%	42%	55%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	176	42	20	22	29	12	35	7
	11%	9%	8%	10%	9%	9%	8%	14%
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	348	88	48	41	65	24	79	10
	23%	19%	20%	18%	19%	18%	19%	20%
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	386	120	56	64	84	36	109	11
	25%	25%	23%	28%	25%	26%	26%	22%
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	388	141	75	66	100	42	134	8
	25%	30%	31%	29%	30%	30%	32%	16%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
			Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))	123	44	23	20	37	7	38	6
	8%	9%	10%	9%	11%	5%	9%	12%
Student	1	1	-	1	-	1	1	-
	*	*	-	*	-	1%	*	-
Casual worker - not in permanent employment	6	2	2	-	-	2	2	1
	*	*	1%	-	-	2%	*	2%
Housewife/ Homemaker	43	7	2	6	5	3	6	2
	3%	2%	1%	2%	1%	2%	1%	3%
Retired and living on state pension	7	2	1	1	1	2	2	-
	*	1%	*	1%	*	1%	1%	-
Unemployed or not working due to long-term sickness	33	14	9	5	8	5	10	3
	2%	3%	4%	2%	2%	4%	2%	7%
Full-time carer of other household member	10	5	2	3	3	2	4	1
	1%	1%	1%	1%	1%	1%	1%	2%
Other	12	5	2	3	4	2	4	2
	1%	1%	1%	1%	1%	1%	1%	3%
NETS								
Net: ABC1	898	306	155	151	220	85	282	24
	59%	65%	64%	65%	66%	62%	66%	49%

Experian - Pocket Money Madness Survey 2016

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best. This could be you: the Chief Income Earner is the person in your household with the largest income. If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
Net: C2DE	635	167	86	80	115	52	142	24
	41%	35%	36%	35%	34%	38%	34%	51%

Experian - Pocket Money Madness Survey 2016

Social Grade

Base: All parents

	Total	AGE OF CHILD			CHILDS GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY	
		5-9	10-14	15-18	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	512	516	792	741	1060	473	1419	114
Weighted Total	1533	539	521	472	792	741	1079	454	1419	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ABC1	898	293	299	306	471	427	645	252	845	52
	59%	54%	57%	65%	59%	58%	60%	56%	60%	46%
C2DE	635	246	223	167	321	314	434	202	573	62
	41%	46%	43%	35%	41%	42%	40%	44%	40%	54%

Experian - Pocket Money Madness Survey 2016

Social Grade

Base: All parents

	AGE OF ELDEST CHILD 5-9							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	505	250	255	297	208	479	26
Weighted Total	1533	539	266	274	324	215	511	29
	100%	100%	100%	100%	100%	100%	100%	100%
ABC1	898	293	149	145	185	109	282	11
	59%	54%	56%	53%	57%	51%	55%	40%
C2DE	635	246	117	129	140	107	229	17
	41%	46%	44%	47%	43%	49%	45%	60%

Experian - Pocket Money Madness Survey 2016

Social Grade

Base: All parents

	AGE OF ELDEST CHILD 10-14							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	512	274	238	402	110	475	37
Weighted Total	1533	521	285	236	419	102	484	37
	100%	100%	100%	100%	100%	100%	100%	100%
ABC1	898	299	167	132	240	58	282	17
	59%	57%	59%	56%	57%	57%	58%	45%
C2DE	635	223	118	105	179	43	202	20
	41%	43%	41%	44%	43%	43%	42%	55%

Experian - Pocket Money Madness Survey 2016

Social Grade

Base: All parents

	AGE OF ELDEST CHILD 15-18							
	Total	GENDER		RECEIVE POCKET MONEY		PARENTS CONFIDENCE IN TEACHING ABOUT MONEY		
		Total	Male	Female	Yes	No	Yes	No
Unweighted Total	1533	516	268	248	361	155	465	51
Weighted Total	1533	472	241	231	335	137	424	48
	100%	100%	100%	100%	100%	100%	100%	100%
ABC1	898	306	155	151	220	85	282	24
	59%	65%	64%	65%	66%	62%	66%	49%
C2DE	635	167	86	80	115	52	142	24
	41%	35%	36%	35%	34%	38%	34%	51%